HANDOUTS

from previous meeting

Commuter Connections
Subcommittee Meeting

January 19, 2010

National Capital Region Transportation Planning Board

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<u>**MEMORANDUM**</u>

ITEM # 4

January 19, 2010

TO: Commuter Connections Subcommittee

FROM: Wenjing Pu
            Department of Transportation Planning

SUBJECT: Update Local Jurisdictional Travel Demand Management Strategies for the 2010 Congestion Management Process (CMP) Technical Report

In order to provide the most up-to-date information in the 2010 CMP Technical Report, COG Department of Transportation Planning (DTP) staff is updating the table of "Ongoing Local Jurisdictional Demand Management Strategies" presented in the 2008 CMP Technical Report (Page 51-57), which can be retrieved at the following URL: http://www.mwcog.org/commuter2/pdf/2008_CongestionManagement_Process.pdf. A Microsoft Word (2003) version of the table is also attached for your editing convenience.

The purpose of this table in the CMP Technical Report is to document the demand management strategies that are being undertaken by various agencies in the region. Federal regulations require the long-range plan and CMP to include consideration and implementation of demand management strategies, along with other potential CMP strategies. Fortunately, the Washington region has a wealth of demand management strategies implemented, which we can take credit for in the CMP report.

Please review the table and provide any updated information regarding ongoing local jurisdictional travel demand management strategies. We appreciate the efforts of members of the Commuter Connections Subcommittee to take a look at this. Note that we have also shared this for input from members of the MOITS Technical Subcommittee and the Travel Management Subcommittee.

Please provide information **by February 9, 2010** that you may have on the currently listed strategies that have changes, or on strategies that should be added to or deleted from the list. Please send suggested changes to DTP staff, Wenjing Pu, via email: wpu@mwcog.org, fax: (202) 962-3202, or phone (202) 962-3329. Should you have any questions please feel free to contact him.

Attachment:

Table of "Ongoing Local Jurisdictional Demand Management Strategies in the 2008 CMP Technical Report".

Ongoing Local Jurisdictional Demand Management Strategies in the 2008 CMP Technical Report

Geography	Location	Local Jurisdiction / Organization	Strategy Name	Operational or Demand Mngt. Strategy	Project/Program Name	Description	Website
Region-wide	Region-wide	Washington Metropolitan Area Transit Authority (WMATA)	Public Transportation Improvements	Demand	Metrobus transit	Public bus service available throughout the region. Connects to other modes: Metrorail, commuter rail, park-and-ride lots, etc.	http://www.wmata.com/metrobus/
Region-wide	Region-wide	Washington Metropolitan Area Transit Authority (WMATA)	Public Transportation Improvements	Demand	Metrorail transit	Public rail services DC, MD, and VA. Connects to Metrobus and local bus systems.	http://www.wmata.com/metrorail/systemmap.cfm
Region-wide	Region-wide	Washington Metropolitan Area Transit Authority (WMATA)	Park-and-ride lot improvements	Demand	Metrorail station park-and-ride lots	Parking offered at 42 stations.	http://www.wmata.com/metrorail/daily-parking.cfm
State/Multi-jurisdictional	Maryland State-wide	Maryland Department of Transportation (MDOT)	Pedestrian, Bicycle, and Multimodal Improvements	Demand	Maryland Bicycle and Pedestrian Advisory Committee (MBPAC)	Provides information on biking, walking. Master Plan guides bike/ped planning in the State.	http://www.mdot.state.md.us/Planning/Bicycle/BikePedPlanIndex
State/Multi-jurisdictional	Maryland State-wide	Maryland Department of Transportation (MDOT)	Telecommuting	Demand	MDOT's Telework Partnership with Employers	Offers free teleworking consulting services to Maryland employers. Promotes teleworking.	http://www.mdot.state.md.us/Planning/Telework%20Partnership%20Web%20Page/Telework%20Partnership%20with%20Employers
State/Multi-jurisdictional	Maryland State-wide	Maryland Department of Transportation (MDOT)	Employer outreach / mass marketing	Demand	MDOT's Commuter Choice	Reaches out to Maryland employers and offers incentives to implement a commuter program.	http://www.mdot.state.md.us/Planning/CommuterChoice/What%20is%20Commuter%20Choice/Introduction
State/Multi-jurisdictional	State-wide	Maryland Transit Administration (MTA)	Public Transportation Improvements	Demand	MDOT's MARC train	Maryland MTA Public commuter rail serving Montgomery County, Prince William County, Frederick County, and into DC.	https://www.mtamaryland.com/services/marc/index.cfm
State/Multi-jurisdictional	State-wide	Maryland Transit Administration (MTA)	Public Transportation Improvements	Demand	Local bus	Maryland MTA Public bus service throughout Maryland, primarily around the Baltimore-DC area.	https://www.mtamaryland.com/services/bus/routes/bus/

Category	Location	Agency	Type	Demand	Project	Description	Link
State/Multi-jurisdictional	State-wide	Maryland Transit Administration (MTA)	Public Transportation Improvements	Demand	Commuter Bus	Maryland MTA Commuter bus service in Maryland and DC's inner-ring suburbs.	https://www.mtamaryland.com/services/commuterbus/
State/Multi-jurisdictional	District-wide	District Department of Transportation (DDOT)	Pedestrian, Bicycle and Multimodal Improvements	Demand	Bicycle and Pedestrian Programs	Committed to providing safe and convenient bicycle and pedestrian access throughout the City.	http://ddot.dc.gov/ddot/cwp/view.a,1245,q,630997,ddotNav_GID,1586,ddotNav,%7C32399%7C.asp
State/Multi-jurisdictional	District-wide	District Department of Transportation (DDOT)	Carsharing Programs	Demand	DDOT Carsharing Initiative	A network of vehicles offered for rent to the public. Allows mobility of a car without owning one.	http://ddot.dc.gov/ddot/cwp/view.a,1250,q,631522,ddotNav_GID,1745,ddotNav,%7C34000%7C.asp
State/Multi-jurisdictional	District-wide	District Department of Transportation (DDOT)	Public Transportation Improvements	Demand	DDOT Mass transit	DDOT helps coordinate mass transit with agencies and WMATA.	http://ddot.dc.gov/ddot/cwp/view.a,1250,q,638123,ddotNav_GID,1586,ddotNav,%7C32399%7C.asp
State/Multi-jurisdictional	Takoma Park and Takoma Park, MD	District Department of Transportation (DDOT)	Growth Management	Demand	DDOT's Takoma Transportation Study	A study done for Takoma area of DC and adjacent Takoma Park, MD. Study recommends pedestrian, bicycle, transit, and road improvements.	http://ddot.dc.gov/ddot/cwp/view.a,1249,q,561963.asp
State/Multi-jurisdictional	Downtown DC	Partnership of DDOT, WMATA, and DC Surface Transit	Public Transportation Improvements	Demand	DC Circulator	A public bus system serving downtown DC.	http://www.dccirculator.com/routemap.html
State/Multi-jurisdictional	Between DC and Richmond, VA	Virginia Dept. of Rail and Public Transportation (VDRPT)	Public Transportation Improvements	Demand	VDRP Corridor Improvement Program	A program to increase capacity and reliability of rail service between Richmond and DC. Includes VRE.	http://www.drpt.virginia.gov/projects/washingtoncorridor.aspx
State/Multi-jurisdictional	Fairfax and Loudoun Co. VA	Virginia Dept. of Rail and Public Transportation (VDRPT)	Public Transportation Improvements	Demand	VDRP Dulles Corridor Metrorail Project	In cooperation with WMATA and local governments. Plans to construct an extension of Metrorail to Dulles Airport.	http://www.drpt.virginia.gov/projects/dulles.aspx
State/Multi-jurisdictional	Throughout VA	Virginia Dept. of Rail and Public Transportation (VDRPT)	Telecommuting	Demand	VDRP TeleworkIVA	Primary resource for agencies to start a telework program in VA.	http://www.drpt.virginia.gov/projects/teleworkva.aspx
State/Multi-jurisdictional	I-95 and I-395 in Virginia	Virginia Dept. of Rail and Public Transportation (VDRPT)	Public Transportation Improvements	Demand	VDRP I-95/I-395 TDM Study	A study to enhance TDM and transit services in the Corridor, in conjunction with the HOT lanes project.	http://www.drpt.virginia.gov/projects/TransitTDMStudy.aspx
State/Multi-jurisdictional	Loudoun, Fairfax, Arlington, and Prince William Counties	Northern Virginia Transportation Authority	Public Transportation Improvements	Demand	NVTA's TransAction 2030 Regional Transportation Plan	Identifies a number of public transit improvements, including new park-and-ride lots throughout Northern VA.	http://www.thenovaauthority.org/projects.html

Jurisdiction	Area	Organization	Category	Type	Program	Responsibilities	URL
State/Multi-jurisdictional	Loudoun, Fairfax, Arlington, and Prince William Counties	Northern Virginia Transportation Authority	Alternative Commute Programs	Demand	NVTA's Mission of the Authority	Responsibilities include a general oversight of regional congestion mitigation, including carpooling, vanpooling, and other commute programs	http://www.thenovaauthority.org/mission.html
State/Multi-jurisdictional	Northern VA and the District of Columbia	Virginia Railway Express (VRE)	Public Transportation Improvements	Demand	VRE	Commuter rail serving Northern VA and two stations in the District. Connects to local transit.	http://www.vre.org/service/systmmp.htm
State/Multi-jurisdictional	Prince William Co., Manassas, and several locations in VA & DC	Potomac and Rappahannock Transportation Commission (PRTC)	Public Transportation Improvements	Demand	PRTC's OmniRide	Commuter bus service along I-95 and I-66 corridor in Prince William Co., Manassas, and to several locations in VA & DC, including Metrorail stations.	http://www.prtctransit.org/omniride/index.php
State/Multi-jurisdictional	Eastern Prince William Co. and Manassas	Potomac and Rappahannock Transportation Commission (PRTC)	Public Transportation Improvements	Demand	PRTC's OmniLink	A local bus service in Eastern Prince William Co. and Manassas	http://www.prtctransit.org/omnilink/index.php
State/Multi-jurisdictional	Prince William Co. and Manassas	Potomac and Rappahannock Transportation Commission (PRTC)	Ridematching Services	Demand	PRTC's OmniMatch	A free ridematching service for carpooler and vanpoolers originating in Prince William Co and Manassas.	http://www.prtctransit.org/omnimatch/index.php
County	Throughout Montgomery County	Montgomery County, MD	Pedestrian, Bicycle and Multimodal Improvements	Demand	Capital Projects and Construction - Pedestrian projects	Ongoing bicycle and pedestrian projects in the County.	http://www.montgomerycountymd.gov/content/dpwt/capital/dcd//PedestrialFacilities.asp?name=PEDESTRIAN%20FACILITIES
County	Throughout Prince George's County	Prince George's County Dept. of Public Works and Transportation	Public Transportation Improvements	Demand	Prince George's County TheBus	Public bus transit serving Prince George's County.	http://www.goprincegeorgescounty.com/Government/AgencyIndex/DPW&T/Transit/thebus.asp?nivel=foldmenu(2)
County	Throughout Prince George's County	Prince George's County Dept. of Public Works and Transportation	Alternative Commute Programs	Demand	Prince George's County Ride Smart Commuter Solutions	Provides information on commuter services available in Prince George's County.	http://www.ridesmartsolutions.com/
County	Throughout Prince George's County	Prince George's County Dept. of Public Works and Transportation	Park-and-ride lot improvements	Demand	Prince George's County Park-and-Ride Lots	There are 18 free park-and-ride lots available in Prince George's County.	http://www.goprincegeorgescounty.com/Government/AgencyIndex/DPW&T/Transit/park_ride.asp?nivel=foldmenu(2)
County	Throughout Frederick County	Frederick County, MD	Public Transportation Improvements	Demand	Frederick County Transit	Public bus and paratransit services.	http://www.co.frederick.md.us/documents/Transit/06RideGuidebrochure.pdf
County	Throughout Frederick County	Frederick County, MD	Alternative Commute Programs	Demand	Frederick CountyTransit	Transit also offers information on alternative commute programs.	http://www.co.frederick.md.us/index.asp?NID=208

County	Throughout Fairfax County	Fairfax County, VA	Public Transportation Improvements	Demand	Fairfax Connector	Public bus system in Fairfax County. Connects to Metrorail and bus.	http://www.fairfaxcounty.gov/connector/
County	Throughout Fairfax County	Fairfax County, VA	Alternative Commute Programs	Demand	Fairfax County RideSources Program	Provides information on alternative commute programs.	http://www.fairfaxcounty.gov/fcdot/sources.htm
County	I-66, I-95, I-395, and Dulles Toll Road in VA	Fairfax County, VA	HOV	Demand	I-66, I-95 & I-395, and Dulles Toll Road HOV lanes	Lanes only available to ridesharers; those carpooling and vanpooling.	http://www.fairfaxcounty.gov/fcdot/lanes.htm
County	Throughout Arlington County	Arlington County, VA	Public Transportation Improvements	Demand	Arlington Rapid Transit (ART)	Public bus service in Arlington. Connects to Metrorail and bus.	http://www.commuterpage.com/art/
County	Throughout Arlington County	Arlington County, VA	Public Transportation Improvements	Demand	Transit projects	A series of transit projects are underway to improve the County's transit system.	http://www.commuterpage.com/art/projects/index.htm
County	Throughout Arlington County	Arlington County, VA	Alternative Commute Programs	Demand	Arlington County's Way To Go Arlingon	Provides information on alternative commute programs, and public transit.	http://www.commuterpage.com/art/villages/W2G.htm
County	Throughout Arlington County	Arlington County, VA	Pedestrian, Bicycle and Multimodal Improvements	Demand	Arlington's BikeArlington	Initiative to encourage more people to bike often.	http://www.bikearlington.com/about.cfm
County	Throughout Arlington County	Arlington County, VA	Alternative Commute Programs	Demand	Arlington's Car-Free Diet	Promotes alternative commute methods.	http://www.carfreediet.com/
County	Throughout Arlington County	Arlington County, VA	Promote Alternate Modes	Demand	WALKArlington	Promotes walking as an alternative mode.	http://www.walkarlington.com/about/index.html
County	Throughout Arlington County	Arlington County, VA	Alternative Commute Programs	Demand	Arlington County's CommuterPage.com	Provides information on transportation options in Arlington and the DC area.	http://www.commuterpage.com/
County	Throughout Arlington County	Arlington County, VA	Growth Management	Demand	Arlington County's TDM Management for Site Plan Developmetn	Coordinates site plan development (proposed land use) with commuter and transit services.	http://www.commuterpage.com/TDM/

Type	Location	Jurisdiction	Category	Demand/Supply	Program	Description	URL
County	Throughout Loudoun and from Loudoun to DC	Loudoun County, VA	Public Transportation Improvements	Demand	Loudoun County Transit	Commuter bus service from Loudoun Co. to area park-and-ride lots and downtown DC.	http://inter4.loudoun.gov/Default.aspx?tabid=969
County	Throughout Loudoun County	Loudoun County, VA	Park-and-ride lot improvements	Demand	Loudoun's Free Park-and-Ride lots	Several free park-and-ride lots are available throughout the County.	http://inter4.loudoun.gov/Default.aspx?tabid=959
County	Throughout Loudoun County	Loudoun County, VA	Alternative Commute Programs	Demand	Loudoun's Commuting options	Provides information on alternative commute programs and transit options.	http://inter4.loudoun.gov/Default.aspx?tabid=789
County	Throughout Southern Loudoun and in Northern Loudoun to Purcellville	Virginia Regional Transit (in cooperation with Loudoun Co.)	Public Transportation Improvements	Demand	Virginia Regional Transit	Public bus service within Loudoun County.	http://inter4.loudoun.gov/Default.aspx?tabid=898
County	Throughout Prince William County	Prince William County, VA	Park-and-ride lot improvements	Demand	Prince William County Commuter Parking Lots	Goal is to work with VDOT and provide convenient sites to encourage residents to use transit or carpool.	http://www.pwcgov.org/default.aspx?topic=040087000600000797
City	The length of College Park, MD	City of College Park, MD	Pedestrian, Bicycle and Multimodal Improvements	Demand	College Park Trolley Trail	Trail is to run the length of the City of College Park, in the old trolley right-of-way.	http://www.ci.college-park.md.us/CurrentCommDevelopmentProjects.htm
City	Throughout Greenbelt	City of Greenbelt, MD	Public Transportation Improvements	Demand	Greenbelt Connection	A local bus in Greenbelt; runs upon request.	http://www.greenbeltmd.gov/public_works/connection.htm
City	Throughout City of Frederick	City of Frederick, MD	Pedestrian, Bicycle and Multimodal Improvements	Demand	Frederick Shared use paths	Promotes the use of, and creates new shared use paths.	http://www.cityoffrederick.com/departments/Planning/transportation.htm
City	Throughout Falls Church and to the Metro stations	City of Falls Church, VA	Public Transportation Improvements	Demand	Falls Church GEORGE	Local bus system providing service to East and West Falls Church Metrorail stations and throughout the City of Falls Church.	http://www.fallschurchva.gov/george/
City	Throughout Alexandria	City of Alexandria, VA	Alternative Commute Programs	Demand	Alexandria Rideshare / Local Motion	Promotes use of alternative modes.	http://www.alexride.org/
City	Throughout Alexandria	City of Alexandria, VA	Public Transportation Improvements	Demand	Alexandria DASH	Local bus system. Connects to Metrobus and Metrorail, VRE, and other local bus systems.	http://www.dashbus.com/

	Location	Organization	Type	Demand	Resource	Description	URL
City	Throughout City of Fairfax	City of Fairfax, VA	Public Transportation Improvements	Demand	City of Fairfax's CUE	Public bus service within City of Fairfax. Also connects to Vienna Metrorail station.	http://www.fairfaxva.gov/CUEBus/CUEBus.asp
Local / Corridor-based	Along the corridor between Baltimore and DC	BWI Business Partnership	Alternative Commute Programs	Demand	BWI Business Partnership Commuter Resources	Provides information on commuter programs available to the BWI area.	http://www.bwipartner.org/index.php?option=com_content&task=view&id=21&Itemid=59
Local / Corridor-based	Downtown Bethesda	Bethesda Transit Solutions (BTS)	Alternative Commute Programs	Demand	BTS Commuter Services	Provides information on alterative commute options: carpooling, biking, employer incentives.	http://www.bethesdatransit.org/
Local / Corridor-based	Downtown Bethesda	Bethesda Transit Solutions (BTS)	Public Transportation Improvements	Demand	Bethesda Circulator	Downtown Bethesda bus service.	http://www.bethesdatransit.org/parking-circulator.htm
Local / Corridor-based	Downtown North Bethesda	North Bethesda Transportation Center (Transportation Action Partnership)	Alternative Commute Programs	Demand	North Bethesda Commuter Resources	Provides information on commuter services available in the North Bethesda area.	http://www.nbtc.org/
Local / Corridor-based	Downtown Friendship Heights	Friendship Heights Transportation Management District (TMD)	Alternative Commute Programs	Demand	Friendship Heights Commuter Resources	Provides informaiton on commuter services available in the Friendship Heights area.	http://www.montgomerycountymd.gov/mcgtmpl.asp2url=/Content/DPWT/Transit/commuter/tmdlegislation.asp#FH
Local / Corridor-based	Downtown Silver Spring	Silver Spring Transportation Management District (TMD)	Alternative Commute Programs	Demand	Silver Spring Commuter Resources	Provides information on commuter services available in the Silver Spring area.	http://www.montgomerycountymd.gov/mcgtmpl.asp2url=/content/dpwt/transit/commuter/tmdlegislation.asp#DSS
Local / Corridor-based	Loudoun, Fairfax, and Prince William Counties	Dulles Area Transportation Association (DATA)	Alternative Commute Programs	Demand	DATA Commuter Resources	Advocates for alternative commute programs, transit needs, and transit-oriented development.	http://www.datatrans.org/about.html
Local / Corridor-based	Reston	LINK	Alternative Commute Programs	Demand	Reston's LINK Commuter Resources	Provides information on carpooling, vanpooling, and regional bus schedules.	http://www.linkinfo.org/index.cfm
Local / Corridor-based	Tyson's Corner area	Tyson's Transportation Association (TYTRAN)	Alternative Commute Programs	Demand	TYTRAN's Commuter Resources	Provides information on carpooling, vanpooling, park-and-ride lots, and telework locations.	http://www.tytran.org/index.htm
Local / Corridor-based	Northern VA - Loudoun, Fairfax, Prince William	Northern Virginia Transportation Commission (NVTC)	Public Transportation Improvements	Demand	NVTC Research on public transit and HOV performance	NVTC compiles data on regional transit systems and HOV performance.	http://www.thinkoutsidethecar.org/transit.asp

Category	Location	Organization	Focus	Type	Program	Description	URL
Local / Corridor-based	Northern VA - Loudoun, Fairfax, Prince William	Northern Virginia Transportation Commission (NVTC)	Alternative Commute Programs	Demand	NVTC Commuter Info	Provides information on how to use the region's transit system, bicycle and pedestrian options, HOV schedules, and park-and-ride lots.	http://www.thinkoutsidethecar.org/info.asp
Local / Corridor-based	Eastern Arlington's Potomac Yard neighborhood	Full Access Solutions in Transportation (FAST) for Potomac Yard	Growth Management	Demand	Non-profit, developer-initiated FAST	Aims at reducing single-occupant trips to the growing Potomac Yard area. Promotes transit, biking, walking. Offers discounted Metrobus shuttle.	http://fastpotomacyard.com/index.html
County	Southern Montgomery County	Montgomery County, MD	Regional bus transit	Demand	Montgomery County Ride-On	Public transit bus system. Includes VanGo free shuttle.	http://www.montgomerycountymd.gov/tsvtmpl.asp?url=/content/dpwt/transit/index.asp
County	Throughout Montgomery County	Montgomery County, MD	Alternative Commute Programs	Demand	Montgomery County Commuter Services	Provides information on and promotes alternative commute programs. Includes Fare Share, an alternative commute subsidy program.	http://www.montgomerycountymd.gov/mcgtmpl.asp?url=/content/dpwt/transit/commuter/index.asp
County	Throughout Prince George's County	Prince George's County Dept. of Public Works and Transportation	Improving accessibility to multimodal options	Demand	Prince George's County Call-A-Bus	Bus service available to all residents of Prince George's County who are not served by existing bus or rail.	http://www.goprincegeorgescounty.com/Government/AgencyIndex/DPW&T/Transit/bus.asp?nivel=foldmenu(2)

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Guaranteed Ride Home
Customer Satisfaction Survey

Fiscal Year 2009 Results

Presented to

Commuter Connections Subcommittee

January 19, 2010

We'll get you home. Guaranteed.

Survey - Online

Commuter Connections GRH Satisfaction Survey

We'd like to know how you feel about our program. Please take a moment to complete this survey. Your response is greatly appreciated.

How would you rate the service you received from our GRH trip reservation staff?

○ Poor

○ Fair

○ Good

○ Excellent

How would you rate the taxi or rental car service?

○ Poor

○ Fair

○ Good

○ Excellent

How would you rate our response time?

○ Poor

○ Fair

○ Good

○ Excellent

Overall how would you rate our GRH service?

○ Poor

○ Fair

○ Good

○ Excellent

Approximately how many minutes did you wait until receiving your ride? _____

What was the reason for your GRH trip?

○ Sick Child

○ Personal Illness

○ Unscheduled Overtime

○ Other Emergency

Please Provide us with any comments about your GRH experience.

Do you consider your comments to be a: (check all that apply)

☐ Compliment

☐ Suggestion

☐ Complaint

☐ General Comment

Do your comments refer to: (check all that apply)

☐ Taxi or Rental Car Service

☐ Overall Service

☐ Reservation Staff

☐ Response Time

[Submit]

Survey Card

Thank you for using Guaranteed Ride Home (GRH).
We'd like to know how you feel about our program.

Please take a moment to complete this card and drop it in the mail. Your response is greatly appreciated.

	Poor	Fair	Good	Excellent
1. How would you rate the service you received from our GRH trip reservations staff?	☐	☐	☐	☐
2. How would you rate the taxi or rental car service?	☐	☐	☐	☐
3. How would you rate our response time?	☐	☐	☐	☐
4. Overall, how would you rate our GRH service?	☐	☐	☐	☐

5. Approximately how many minutes did you wait until receiving your ride? _____ minutes

6. What was the reason for your GRH trip?
   ☐ Sick Child   ☐ Overtime
   ☐ Personal Illness   ☐ Other Emergency

7. Your name: (optional) _____

8. Comments: _____
   _____
   _____

1-800-745-RIDE   •   www.commuterconnections.org

COMMUTER CONNECTIONS

We'll get you home. Guaranteed.

Survey Response Rate

Number of Surveys Sent and Received by Year

Legend:
- Sent
- Received

Data labels (Sent / Received):
- FY97/98: 1130 / 406
- FY00: 1132 / 330
- FY02: 1740 / 541
- FY04: 2136 / 780
- FY06: 2696 / 631
- FY08: 2906 / 781
- 2916 / 785
- 2924 / 1050
- 2846 / 927
- 2960 / 827
- 2994 / 1008
- 3101 / 824
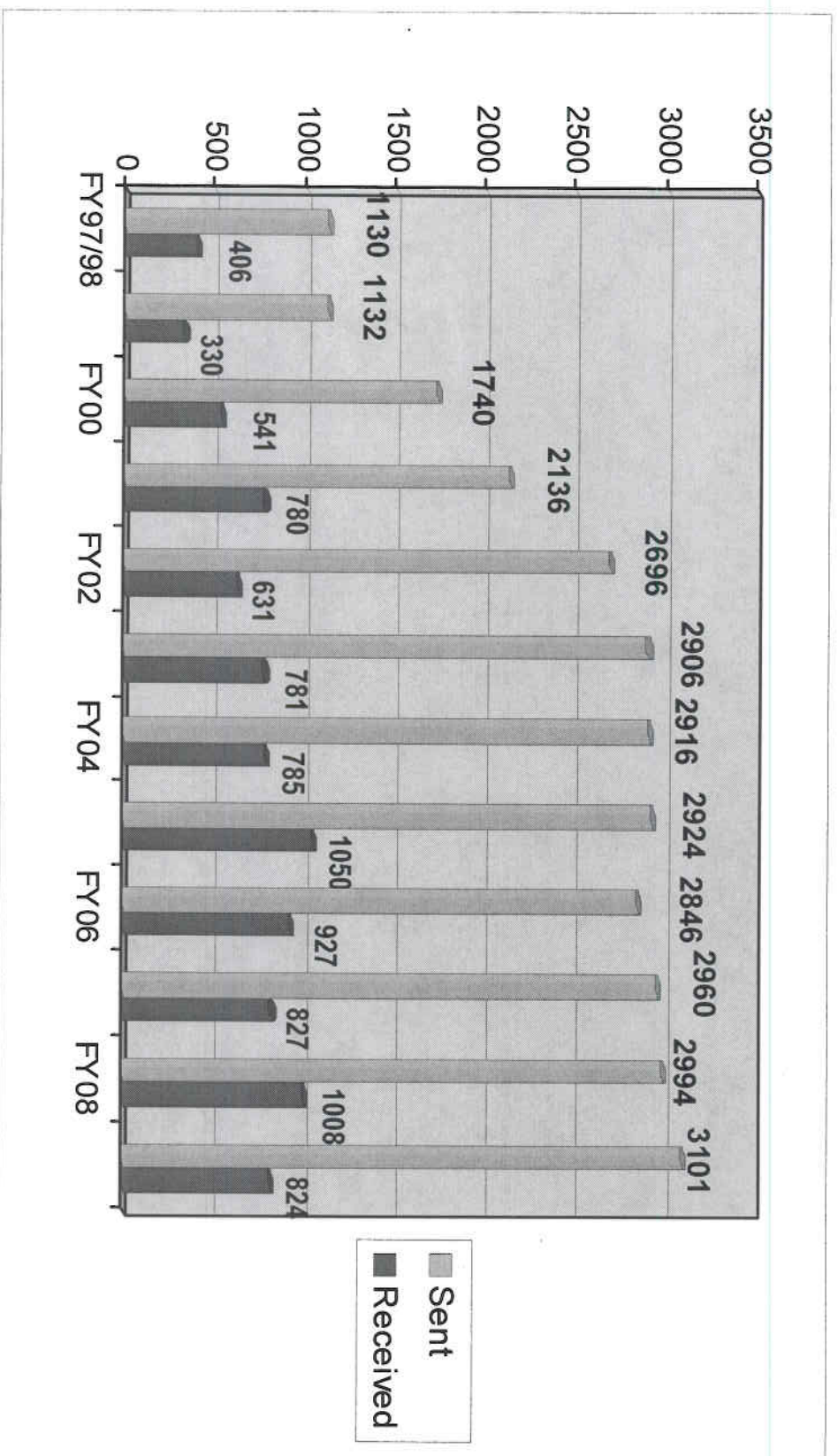
Survey Response Rate

Response Rates in Percentages by Year

Year	Rate
FY97/98*	36
FY99	29
FY00	31
FY01	36
FY02	23
FY03	27
FY04	27
FY05	36
FY06	33
FY07	28
FY08	33
FY09	27
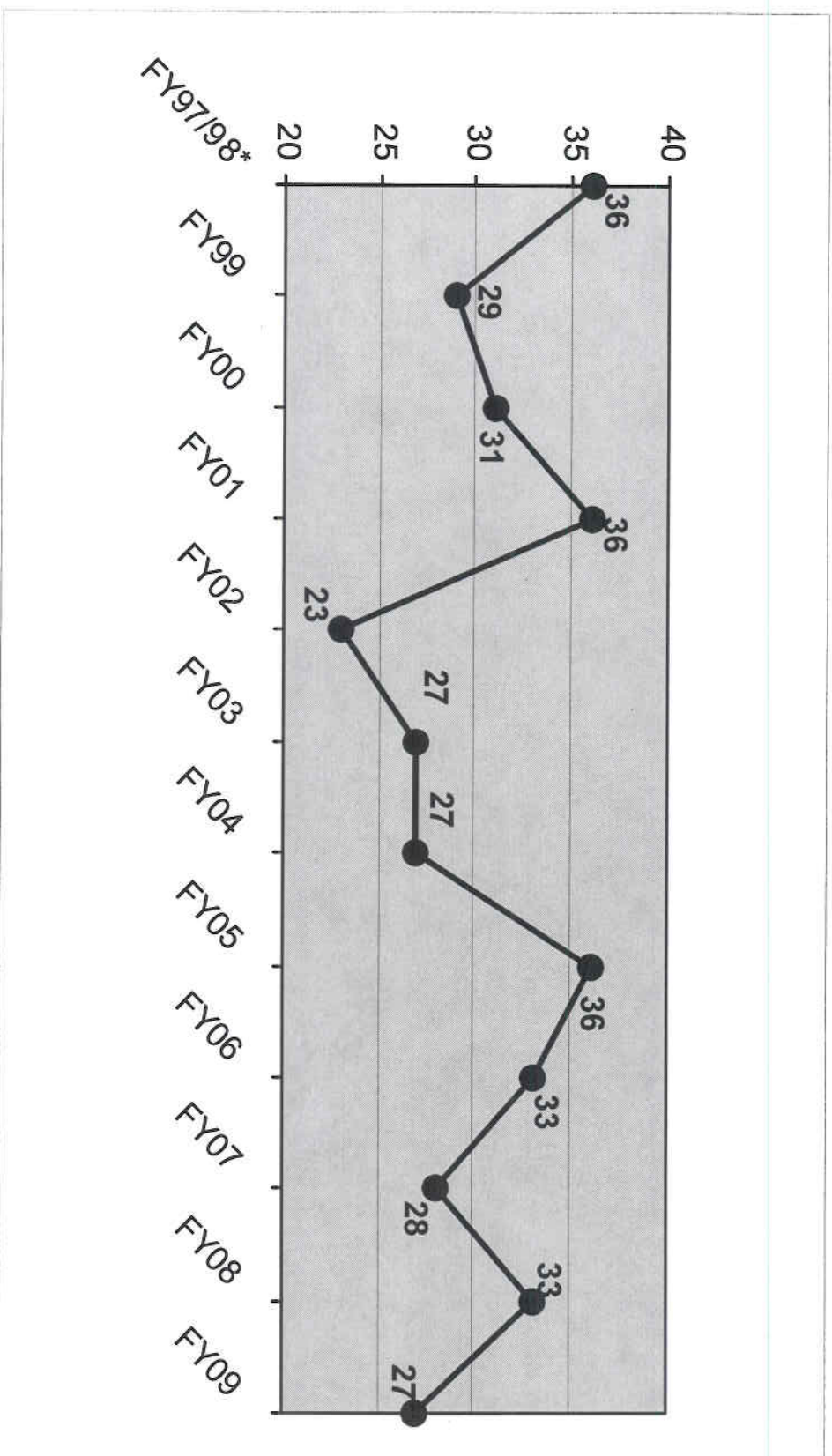
Reservations Staff

How would you rate the service you received from our GRH trip reservations staff?

Good
15%

Fair
3%

Poor
2%

Excellent
80%

- Excellent
- Good
- Fair
- Poor

Transportation Service

Good
20%

Fair
3%

Poor
3%

Excellent
74%

- Excellent
- Good
- Fair
- Poor
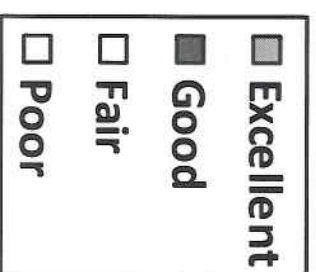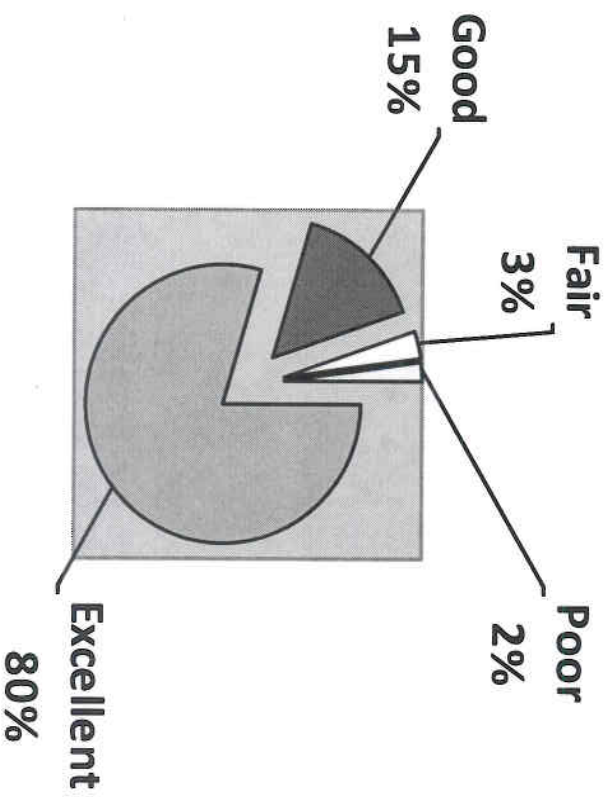
Response Time - Qualitative

How would you rate our response time?

Good
14%

Fair
4%

Poor
4%

Excellent
78%

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
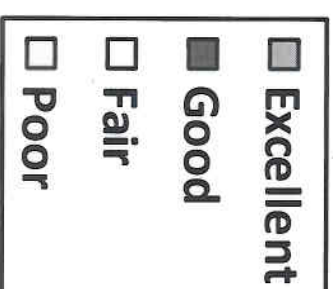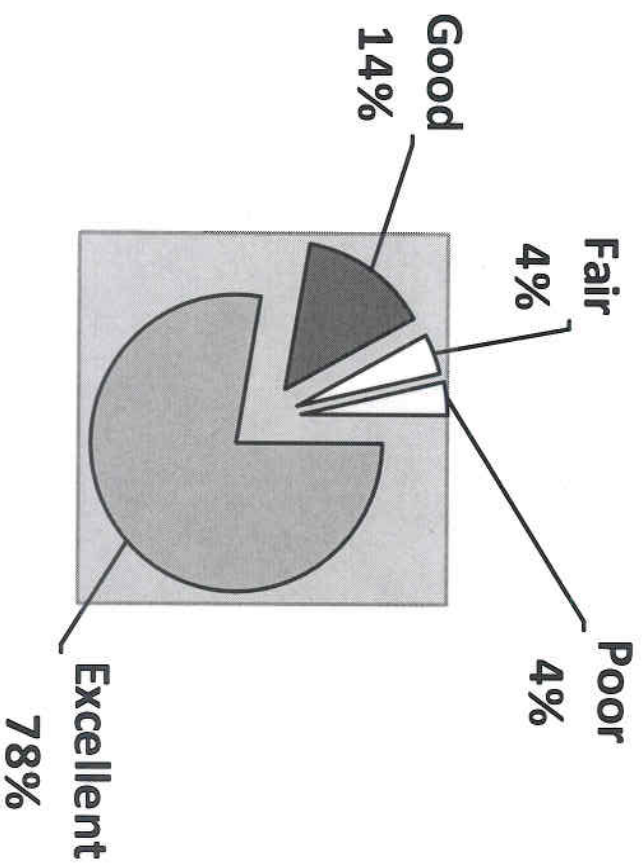
Response Time - Quantitative

**Approximately how many minutes did you wait
until receiving your ride?**

31-45
3%

16-30
15%

45 +
4%

< 15 min
78%

Legend:
- ☐ < 15 min
- ■ 16-30
- ☐ 31-45
- ☐ 45 +

Overall Service

Good
17%

Fair
3%

Poor
1%

Excellent
79%

Legend:
- Excellent
- Good
- Fair
- Poor
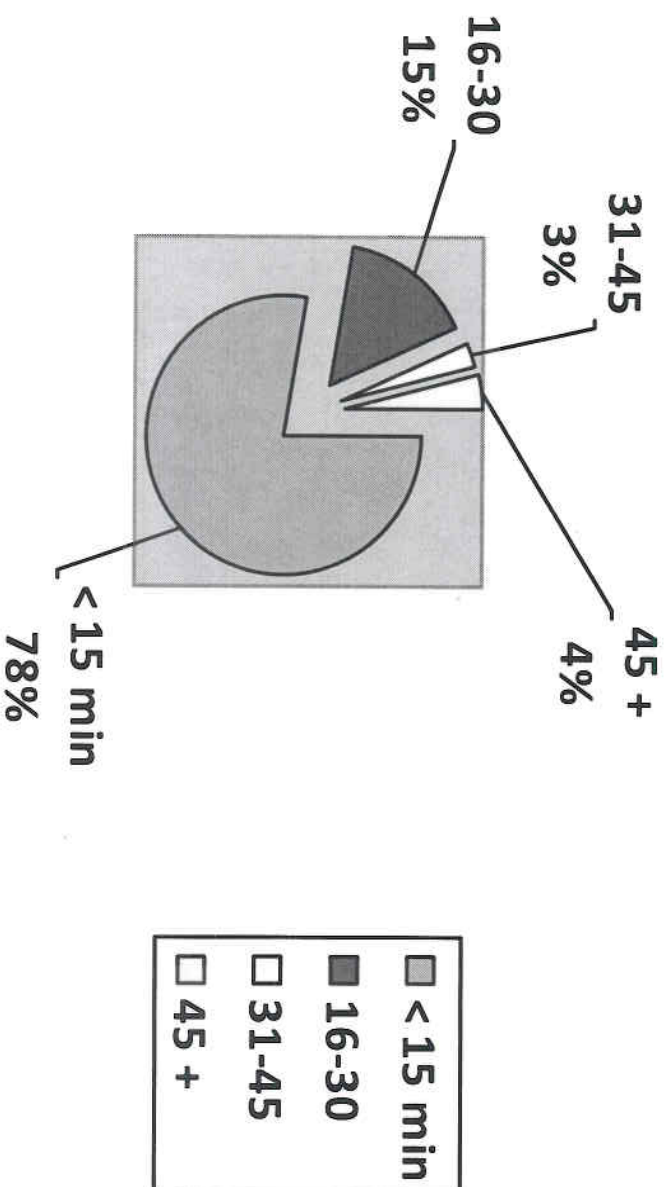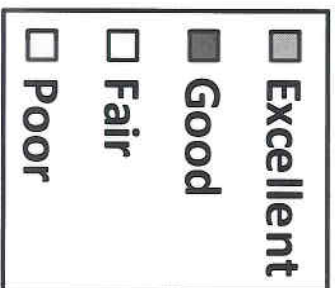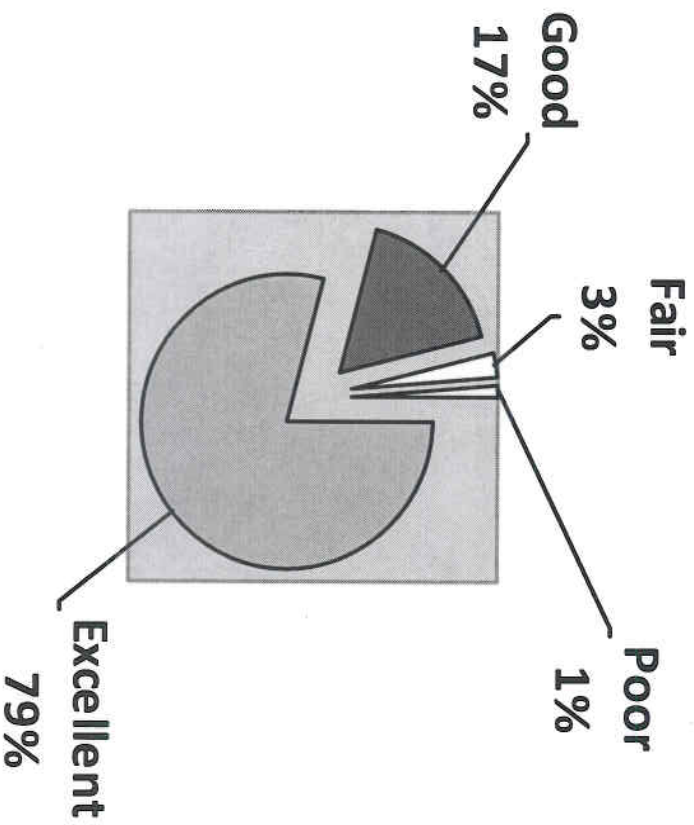
Combined Satisfaction Levels

Number of Responses Based on Combined Satisfaction Levels
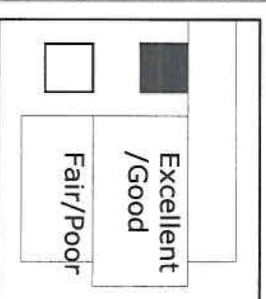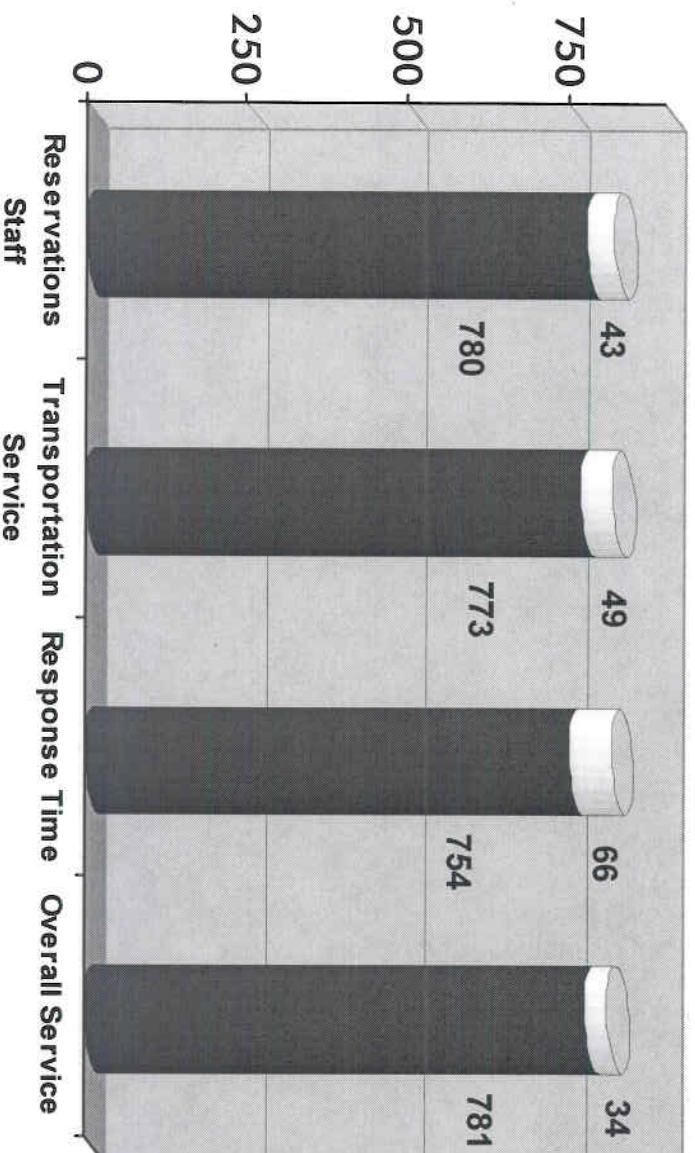
	Reservations Staff	Transportation Service	Response Time	Overall Service
Excellent/Good	780	773	754	781
Fair/Poor	43	49	66	34

Legend:
- Excellent/Good
- Fair/Poor

Reason for Trip

Other
Emergency
16%

Overtime
17%

Sick Child
23%

Personal
Illness
44%
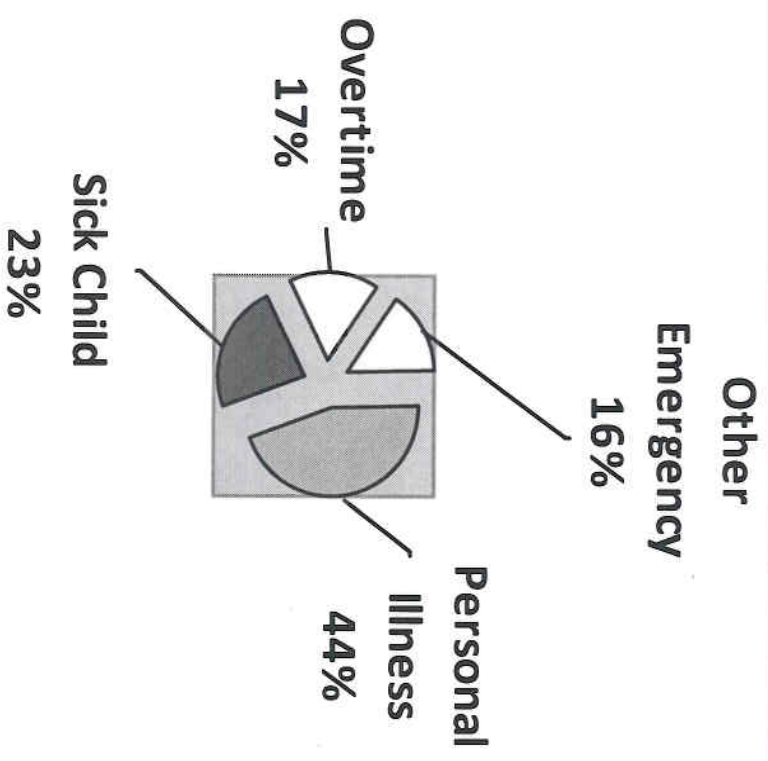
- Personal Illness
- Sick Child
- Overtime
- Other Emergency

Reason for Trip

Positive Responses to Overall GRH Service

	Personal Illness	Sick Child	Overtime	Other Emerg
	98	97	96	94

0%
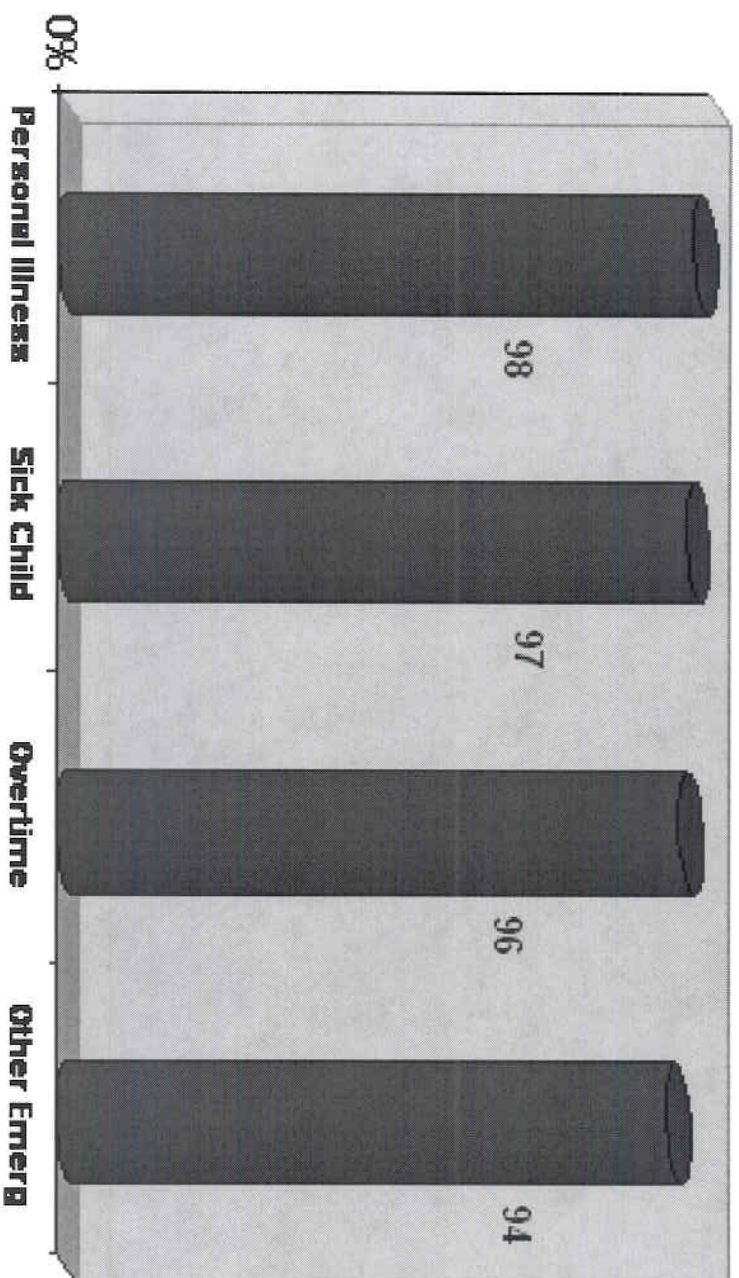
Excellent/Good Rating: Overall Satisfaction Category

Comparison to Previous Years

How would you rate the service you received from our GRH trip reservations staff?
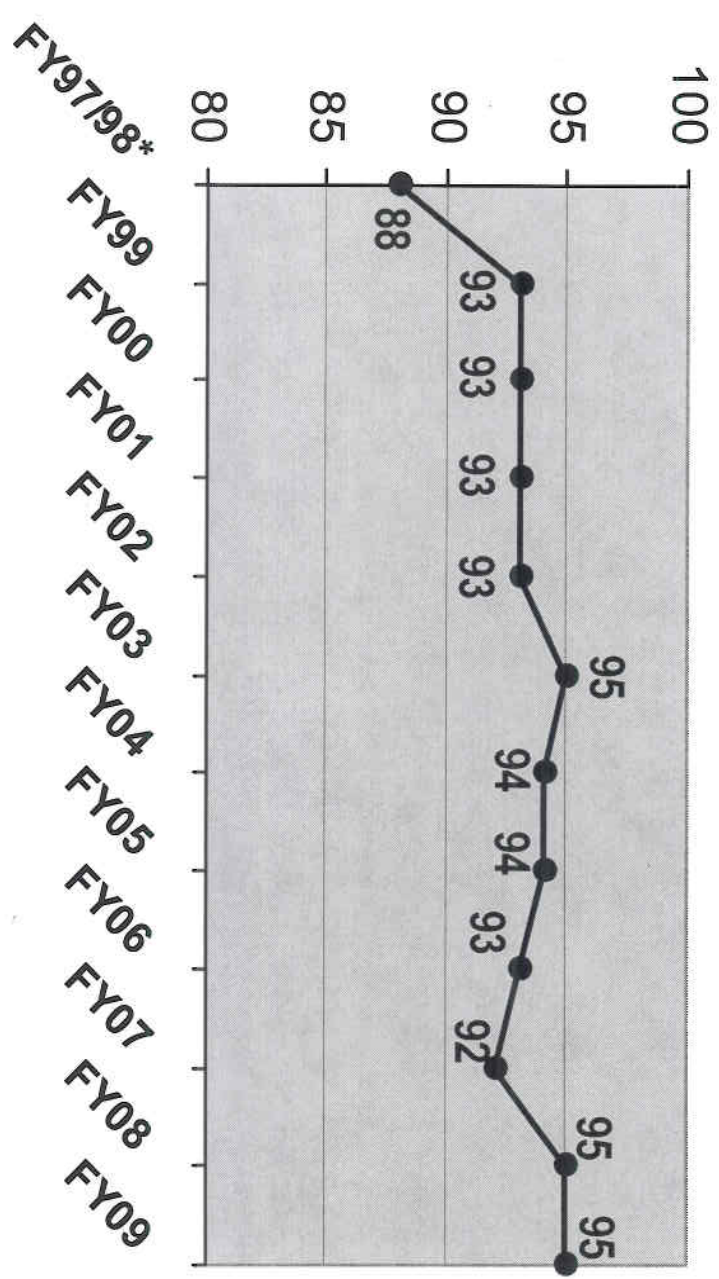
Comparison to Previous Years

How would you rate the taxi or rental car service?
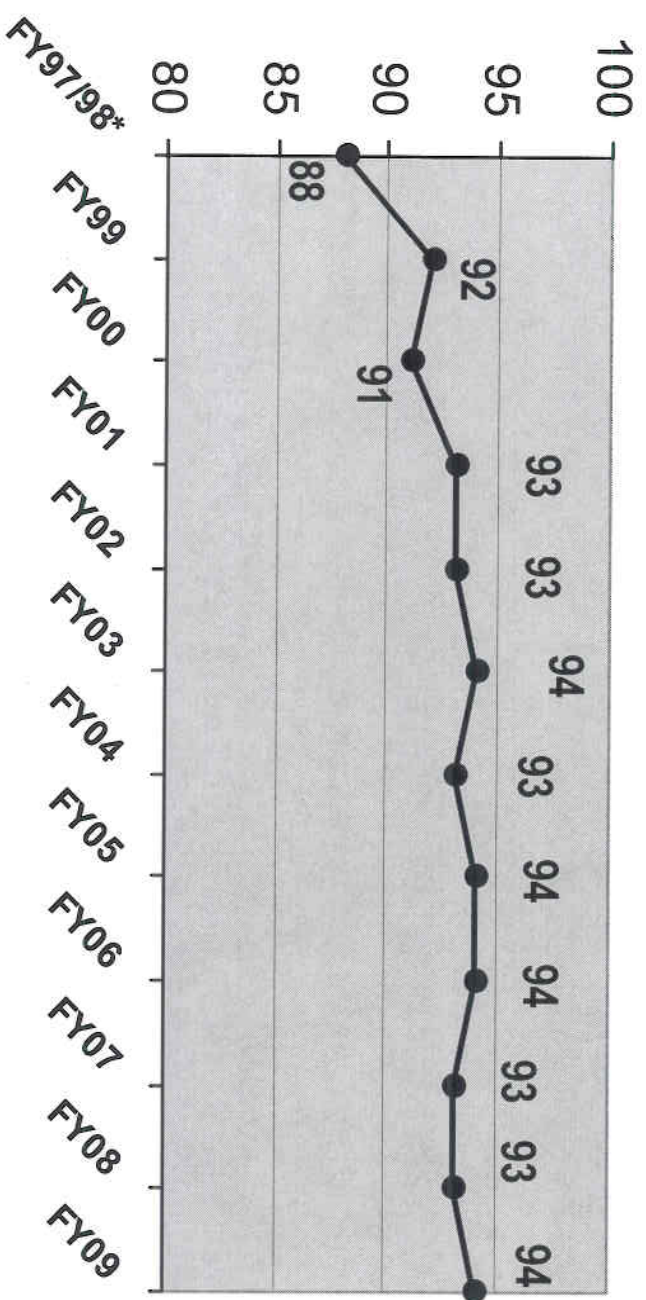
Comparison to Previous Years

How would you rate our response time?
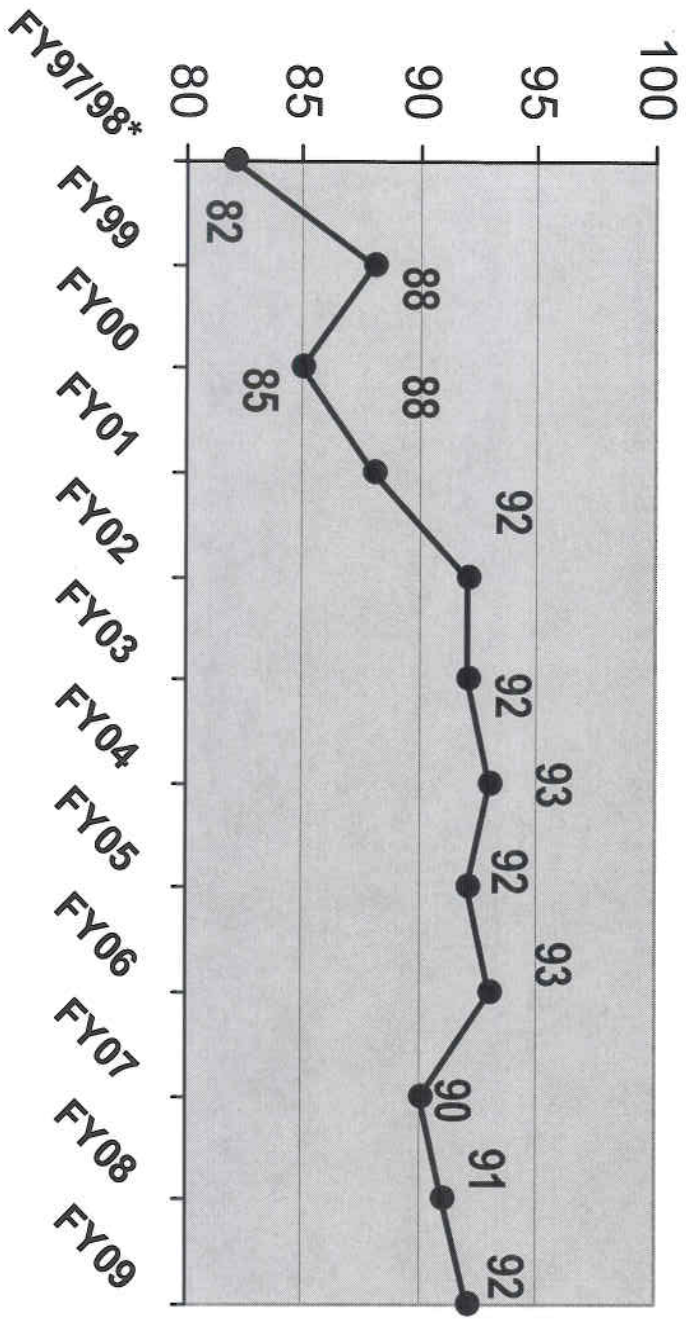
Comparison to Previous Years

Average response time in minutes
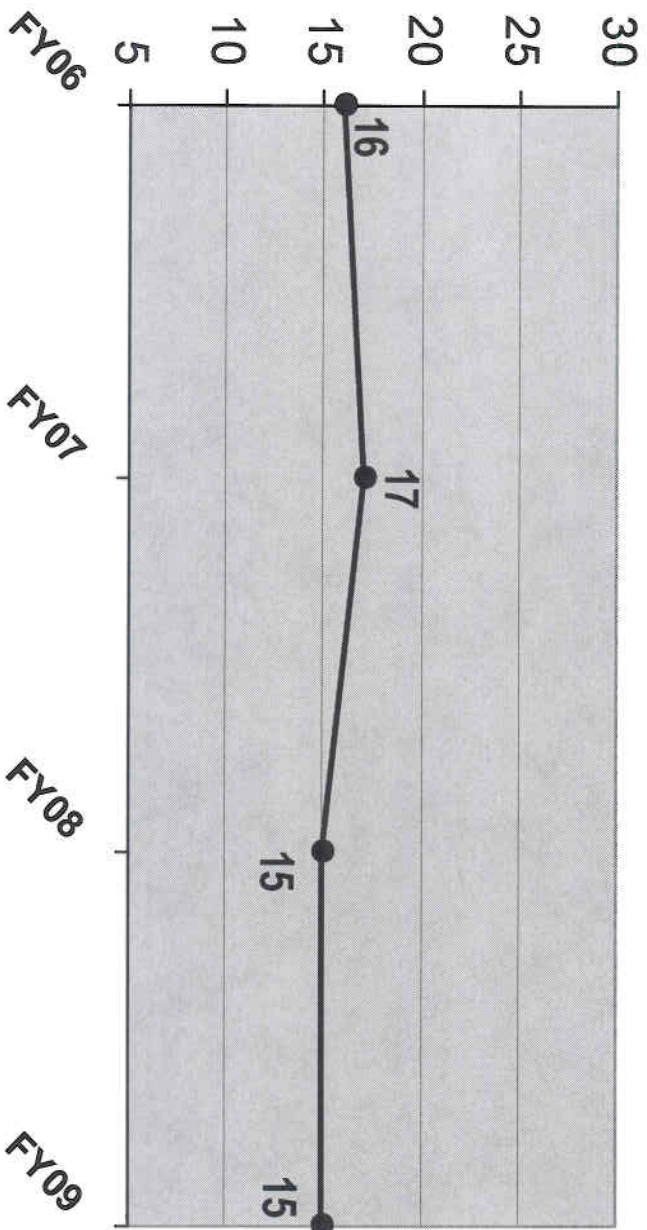
Comparison to Previous Years

Overall, how would you rate our GRH service?

FY97/98*	FY99	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09		

88, 93, 93, 93, 94, 96, 95, 96, 96, 93, 95, 96

Y-axis: 80, 85, 90, 95, 100
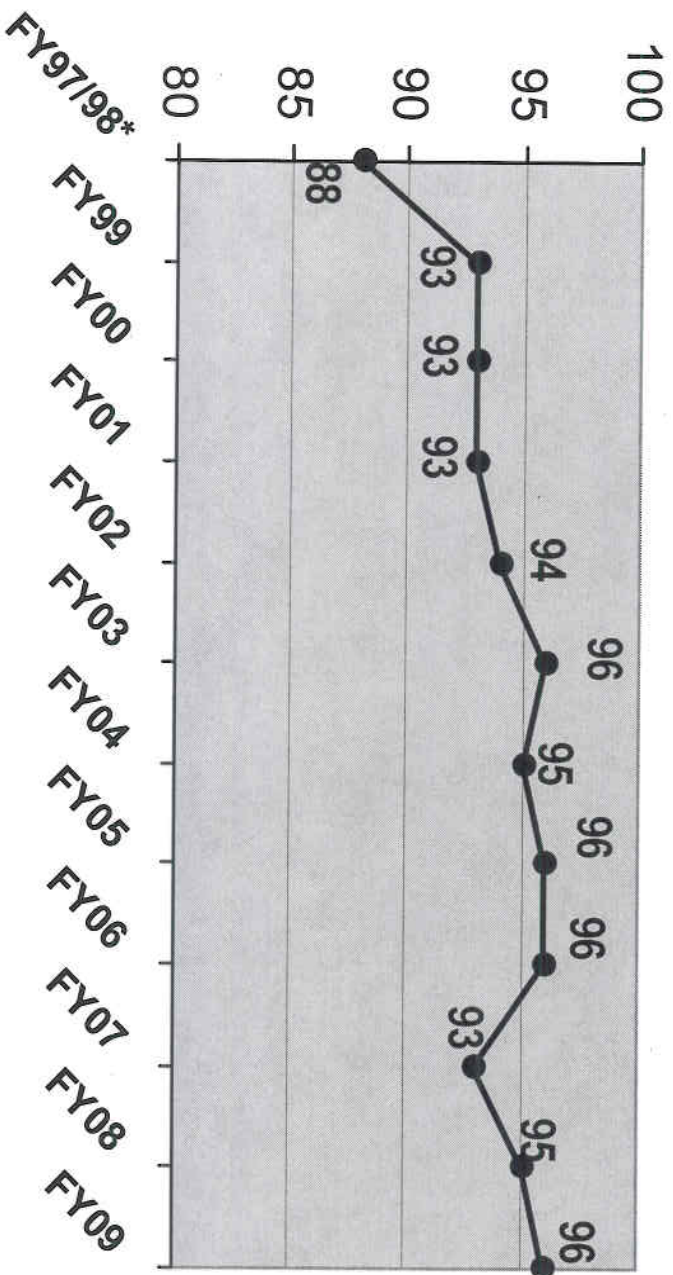
FY08 Customer Feedback

FY09 Customer Feedback

- 69% provided written response response

- 82% of written responses were positive

- 22% of complaints also gave compliments

FY09 Customer Compliments

- The service was nothing less than awesome. My newborn was not doing well at home and then when his Mother became ill as well it was paramount that I get home as soon as possible. I slug into work so this was my only option and after using I tell everyone I know that this is something a commuter absolutely MUST have.

- Very impressive service and a great incentive to continue use of a carpool

- GRH is an essential tool for any public transportation commuter. You are a true life-saver!

- GRH staff was excellent, they made it extremely simple and user friendly.

- I appreciate your speedy response time keep up the good work!

- The service was very professional and friendly

FY09 Customer Compliments

- Thank you so much of the excellent service. It gave peace of mind for us working parents!

- Thank you so much since there is no bus service to my home after 6:50

- The taxi was waiting for me. Great Service!

- I was truly impressed with response time and the kindness of all involved

- All good, I appreciate the service, makes carpooling possible

- Taxi was already there waiting for me. You can't beat that for service. Thanks. Keep up the great work.

- The dispatch service was very nice and responded quickly to my needs. This service is heaven-sent!!!

- Everyone I dealt with on the phone and in the cab were very professional and supportive at a time when I felt my worst. What a super program and what a super group of people.

FY09 Customer Complaints

- Cab was very old and traffic very bad, great service
- Taxi was smelly, not very clean
- First taxi never arrived - GRH rep called for second taxi
- The cab driver was friendly but didn't understand English too well when I told him where I lived. Unintentionally went out of the way by 4-5 miles
- The driver's erratic driving trying to find my house for the last 10 minutes made me sick but I got home. Thanks
- By the time I was contacted by Enterprise for a rental car I had made other arrangements.
- Driver could not find me! I paid for trip

FY09 Customer Complaints

- Driver did not use toll road added 40 minutes to commute.

- First cab did not follow directions and went to the wrong building entrance. A second cab had to be called.

- I called to report that the cab driver was speeding.

- Taxi cab didn't drive speed limit. Made me late to appt.

- Taxi driver repeatedly explained to me that he doesn't get tip through this program.

- Taxi van was in poor shape. Not comfortable at all.

FY09 Customer Suggestions

- *Need more trips to get home than they have now*
- *One Key Point: If you are going to use an answering machine to assist with the overflow of calls, please make sure that your staff returns those calls.*
- *Not sure if you have thought about using email for GRH! So many of us have Blackberries or text capability this could be an alternative to help.*
- *I didn't know that I had to renew my membership, please figure out a way to remind us.*
- *Service should at least be once a month.*
- *Should receive a phone call notifying that cab has arrived outside building.*

Recap

- 3,101 surveys distributed
- 27% return rate
- Overall satisfaction rating 96%
- Positive rating of at least 92% in every category
- Average response wait was 15 minutes
- 93% waited 30 minutes or less
- Written responses by more than two-thirds of survey participants
- Compliments out weighed criticism 5.5 to 1

We'll get you home. Guaranteed.

SLUGGING

How We Can Improve and Expand the World's Best Carpooling System

Marc Oliphant

February 19, 2010

Slugging

- A creative way to form commuter carpools
- Practiced on the HOV corridors of:
  - San Francisco
  - Houston
  - Northern Virginia/Washington, D.C.
- Carpools are organized on a trip by trip basis
- Self-organized and self-regulated
- Moves 10,000 people per day (VDOT 2006)

Slugging

- No money exchanged

- A mutually beneficial relationship

- Drivers primarily save TIME

- Passengers primarily save MONEY

(Though there are many benefits to both parties)

How it Works
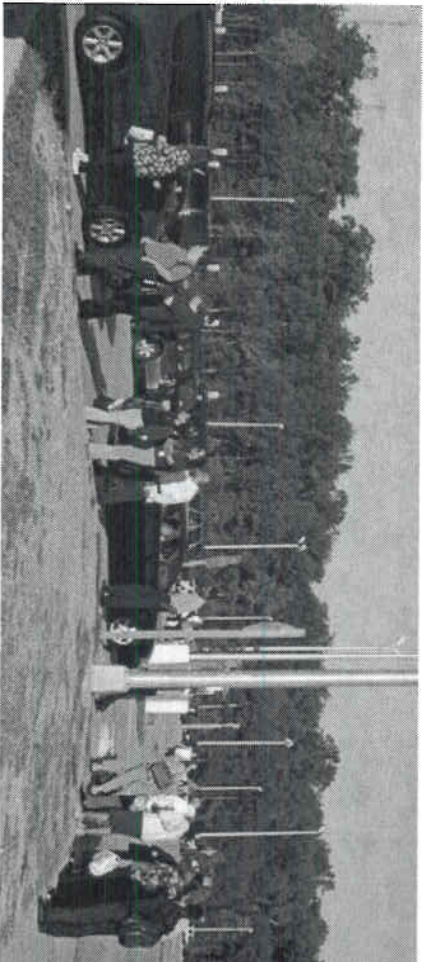
- Lines of People and Lines of Cars

- Instant Carpools Based on Common Destinations

(Horner Road Commuter Lot)
I-95 Exit 158
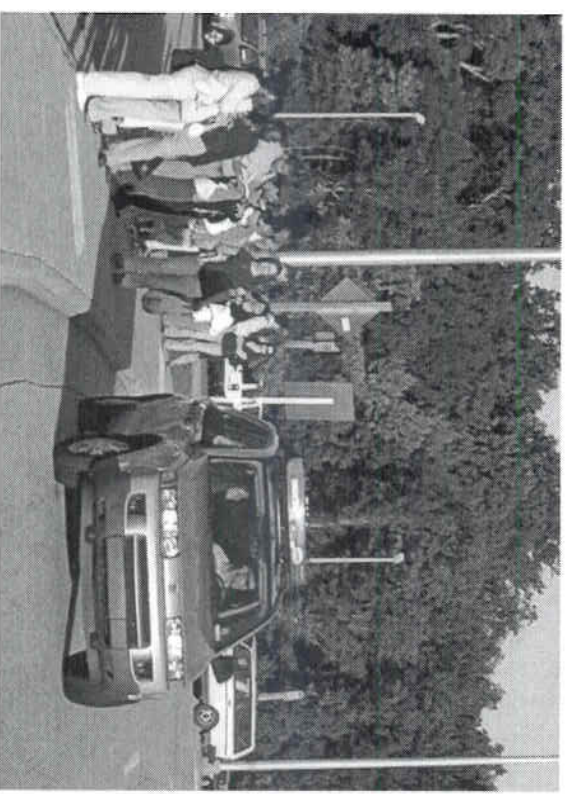
The Return Trip

- Similar Afternoon System

14th Street and New York Avenue
Downtown D.C.

Relevance to Regional Transportation Planning

A viable transportation option for thousands of D.C. commuters

Slugging's Benefits:

- Fewer cars (≈ 66% fewer)
  - Less pollution
  - Less congestion
- Lighter public transit burden
- Happier commuters
- Time and cost savings for all
- A beautiful system- the antithesis of "road rage"

Slugging in Northern Virginia

- Began in the 1970's with HOV

- Most extensive system

- Centered on the I-95/395 corridor

- 6,500 people slug each weekday (VDOT 2006)
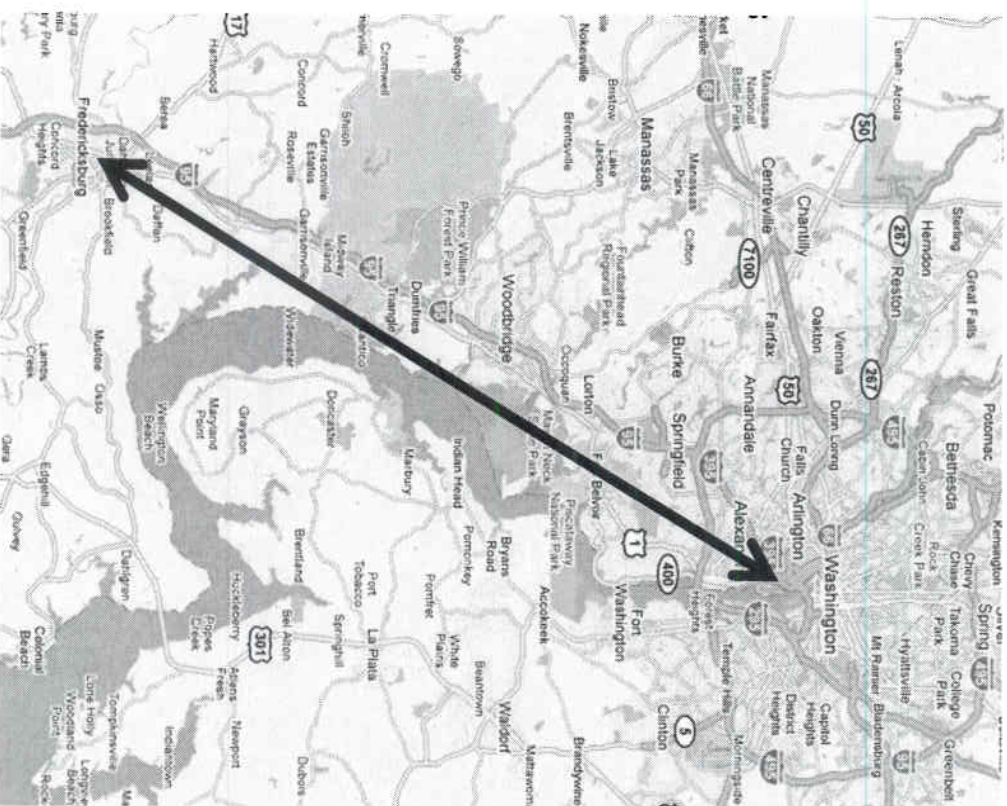
"Casual Carpooling" in San Francisco

- No $4 toll for west-bound HOV-3

- Most slugging occurs in the A.M.
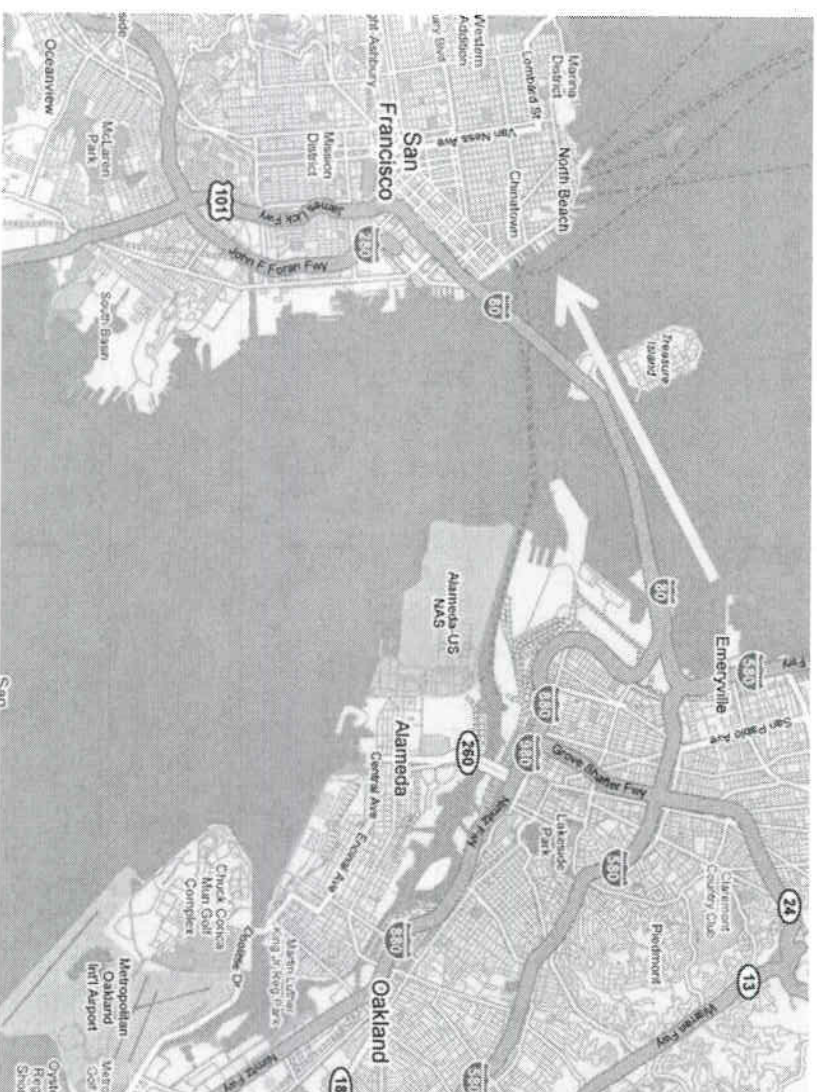
Slugging in Houston

- Slugging occurs on two HOV corridors:
  - Northwest Freeway (Route 290)
  - Katy Freeway (I-10)
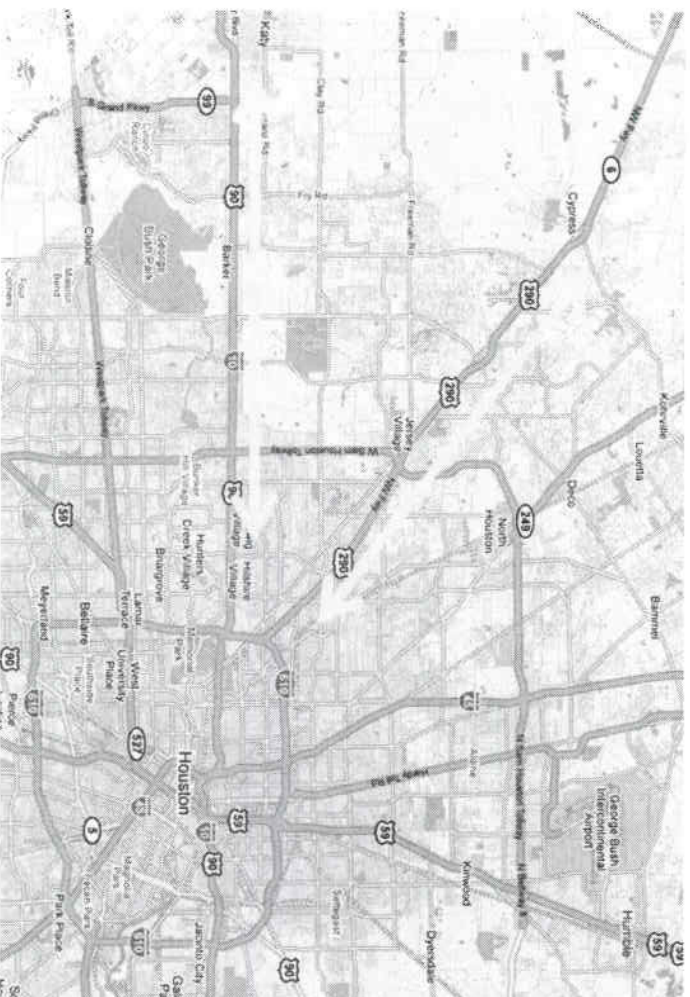
Northern VA Case Study

Data Collection:

- 30 question online survey

- 285 responses over a 1 month period (August-September 2008)

- Recruited slugs and drivers through:
  - Slugging website (www.slug-lines.com)
  - In-person at slug lines
  - Slugging List-serves (Yahoo E-Slug)

Survey Findings

Participants:

- DRIVE for reasons of TIME.

- RIDE for MONETARY reasons.

- Overwhelmingly Slug roundtrip (85%)

- 42% have been slugging for 5+ years

- 60% save 30+ minutes per day slugging.

Where Slugging Participants Live

Density of Survey Respondents by Home Zipcode

# of Survey Responses

- County/City
- 1 - 3
- 4 - 10
- 11 - 20
- 21 - 35
- 36 - 60
- 61 - 70
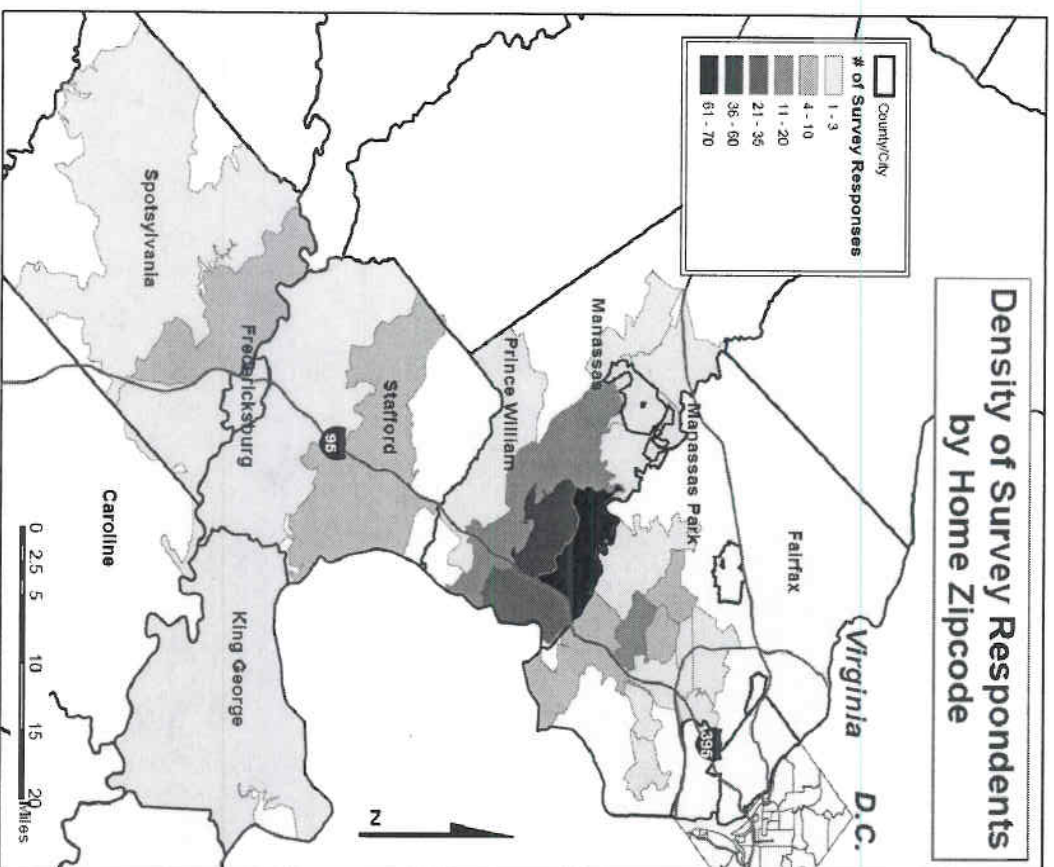
- Most popular home zip-codes 22192 (70) and 22193 (58)

Where Slugging Participants Work
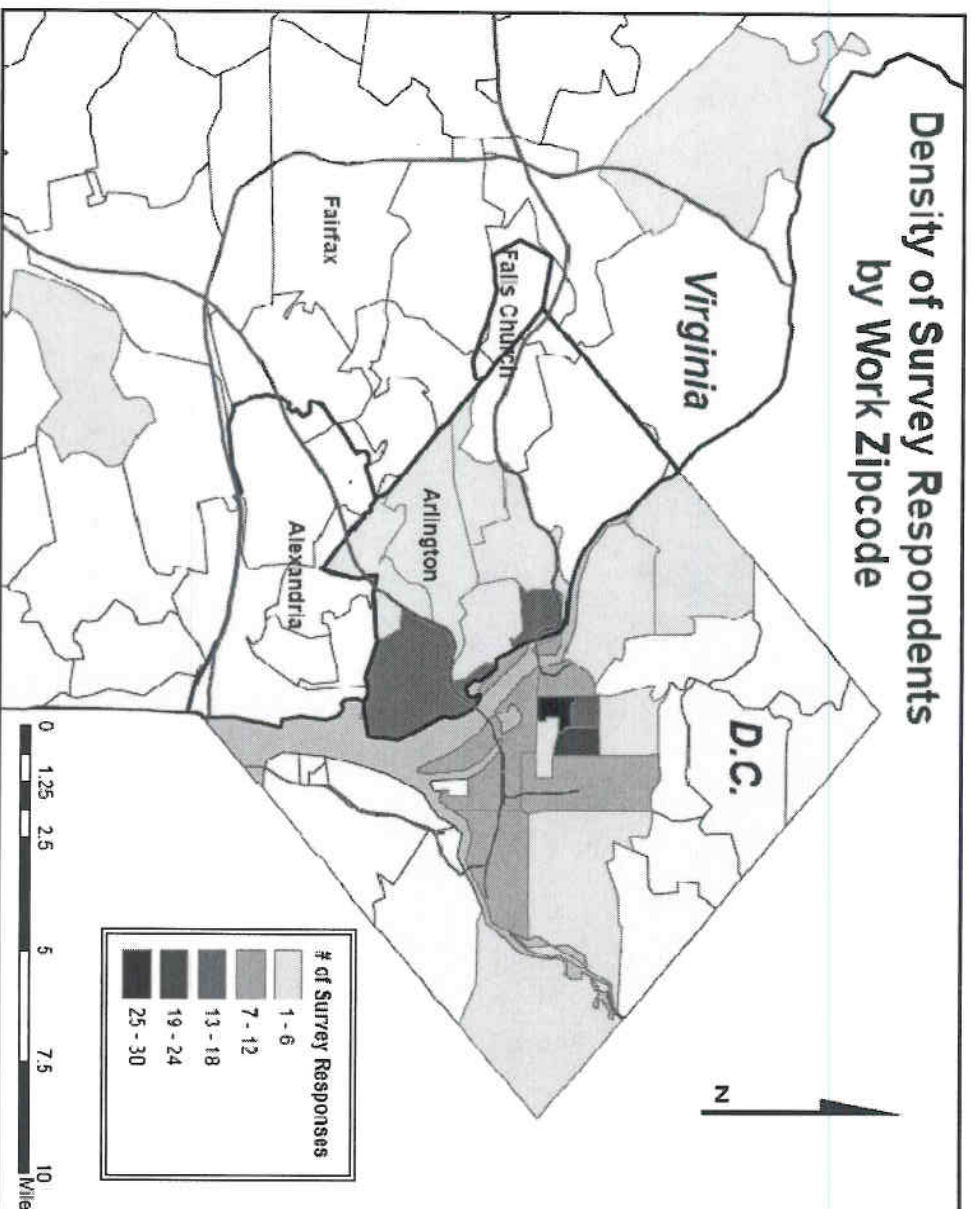
Popular
areas near
The White
House and
Pentagon

Density of Survey Respondents
by Work Zipcode

Survey Findings

Favorite aspects of slugging (in order):

1. Time savings
2. Gas/Parking savings
3. Flexibility
4. Benefit to environment

Least favorite aspects of slugging (in order):

1. Waiting in line
2. Possibility of not having a ride
3. Exposure to the elements
4. Riding with strangers

Survey Findings

The "Typical" Survey Respondent:

- Is equally likely to be a male or female
- Slugs for time savings/flexibility (drivers) or money savings (passengers)
- Slugs roundtrip
- Lives in Prince William County
- Works in east or south-east Arlington or near the White House.
- Has been slugging for several years
- Uses slugging as his/her primary daily method of commuting

Survey Findings (continued)

The "Typical" Survey Respondent:

— Saves at least 30 minutes and $10 per day by slugging

— Lives within 15 minutes of his/her morning slug line and works within 10 minutes of slugging drop-off point

— Is educated to a Bachelor's level or higher

— HH income > $100,000

— HH size of 2-4 persons

— Works for the Federal Government

— Is between 35-54 years of age

Recipe for Slugging Success

Theory: Slugging systems need the majority of the following characteristics in order to succeed:

- HOV-3 or greater vehicle occupancy restrictions
- Strict enforcement of HOV laws
- Large numbers of commuters living and working together
- Long commute times
- Convenient transportation alternatives
- A choke point to eliminate substitution

Conclusion

Slugging is great for the Region.

We should IMPROVE and EXPAND it.

- IMPROVE the existing system on I-95.

- EXPAND slugging to other regional corridors.

How to IMPROVE Slugging

Limited government support:

- Shelters at slug lines
- Signage
- Recognize slugging & give it representation
  - Transportation planning documents
  - Transportation planning bodies

How to EXPAND Slugging

Create conditions and incentives:

— Identify a test corridor (Route 267)

— Offer incentives for carpooling

  • Eliminate tolls

  • Make airport lanes available to carpools

— Grant Money

  • Information Website

  • Signs

  • Publicity

Potential for Expanded Slugging

37 miles from Leesburg to Rosslyn
on Route 267 (Dulles Toll Road/ Greenway)and Route 66
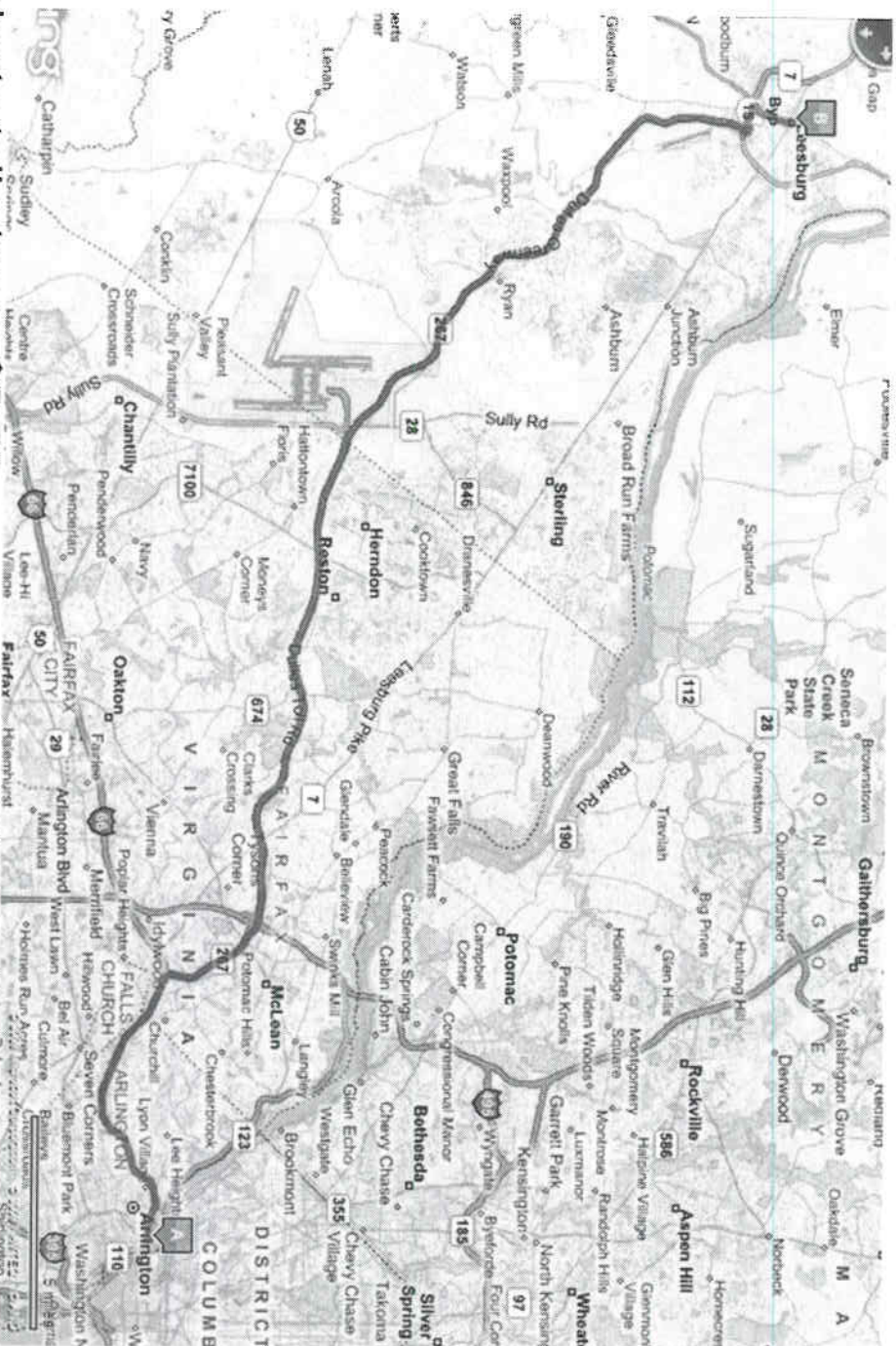
Eliminate tolls (up to $5.75 one-way) for HOV-3 vehicles on Route 267.

Commuter Parking Lots in Loudoun County
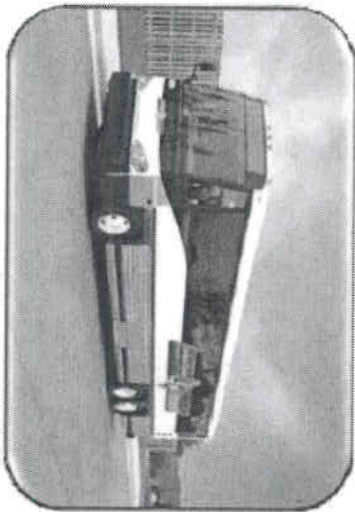
16 Commuter Parking Lots in Loudoun County with approx. 2,400 parking spaces.

Loudoun County Transit commuter bus service provides backup options.

Lot Name	Spaces
Algonkian	100
Ashburn Farm	20
Ashburn North	190
Ashburn Village	40
Brambleton	100
Broadlands	30
Broadlands South	75
Broad Run Farms	48
Cascades*	55
Dulles North Transit Center	750
Dulles South	250
Leesburg	365
Lowes Island	65
Potomac Station	50
Purcellville	220
Sterling Park Shopping Center	45
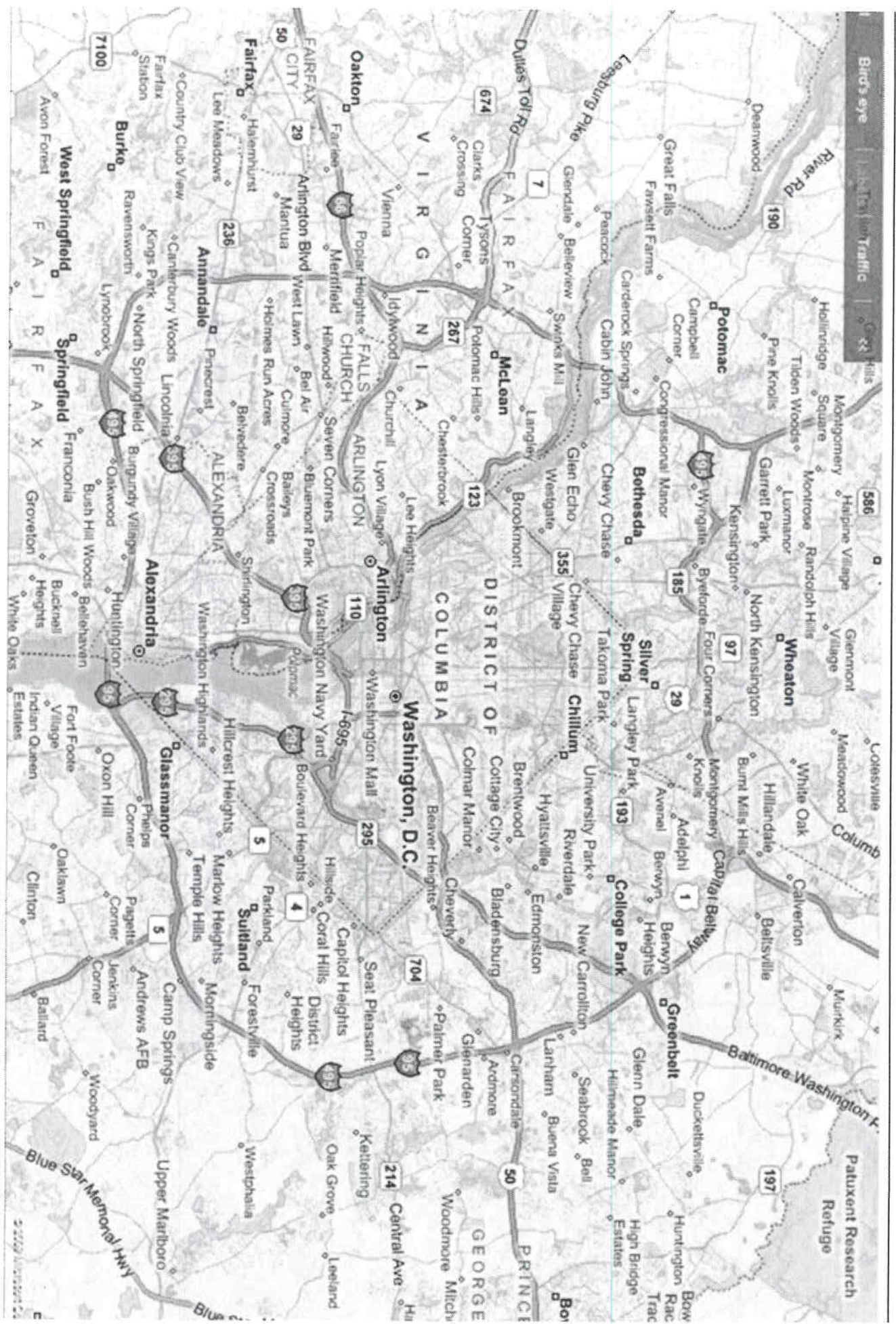
Survey Findings

Reasons Cited for Driving

■ Frequency

Reason	Frequency
Need option of departing earlier/later	95
Like to be in control of my situation	34
Enjoy driving	5
Don't trust others to drive	2
Time savings outweigh the gas costs	26
Other	30
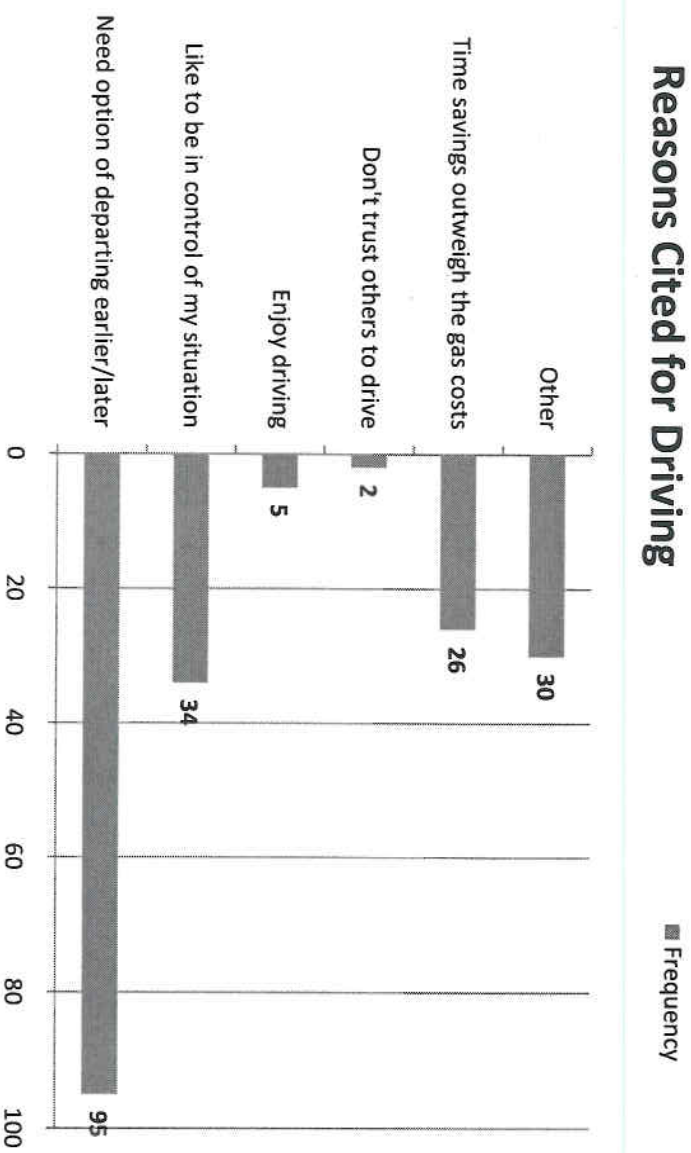
Survey Findings

Reasons Cited for Not Driving

Reason	Frequency
Prefer to save the cost of gasoline	192
Don't own a car	2
Car isn't ideal for driving others	26
Like to do other things during drive	123
Trust others to drive safely	35
Other	104

■ Frequency
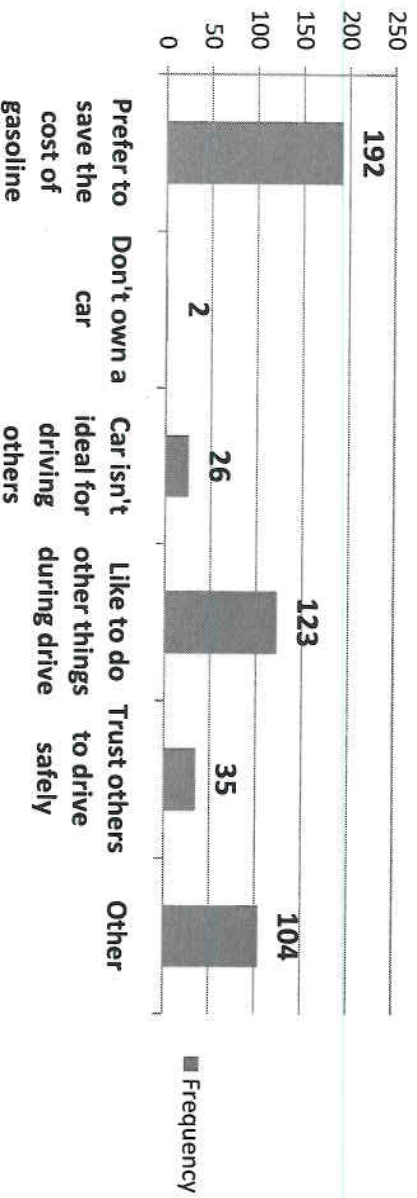
Slugging Trip Segmentation

85%
10%
5%
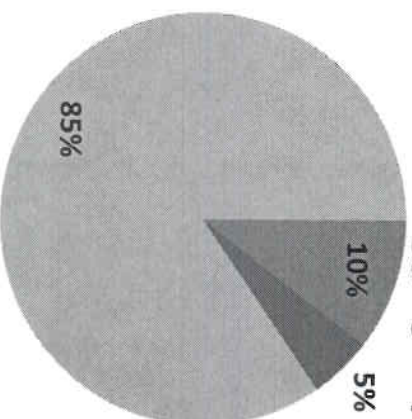
■ Morning only (TO work)
■ Afternoon only (FROM work)
■ Morning and Afternoon (round-trip)

Survey Findings

Slugging Tenure

Less than one month: 5
1-6 months: 21
6 months to 1 year: 23
1-2 years: 41
2-5 years: 72
More than 5 years: 119

■ Frequency
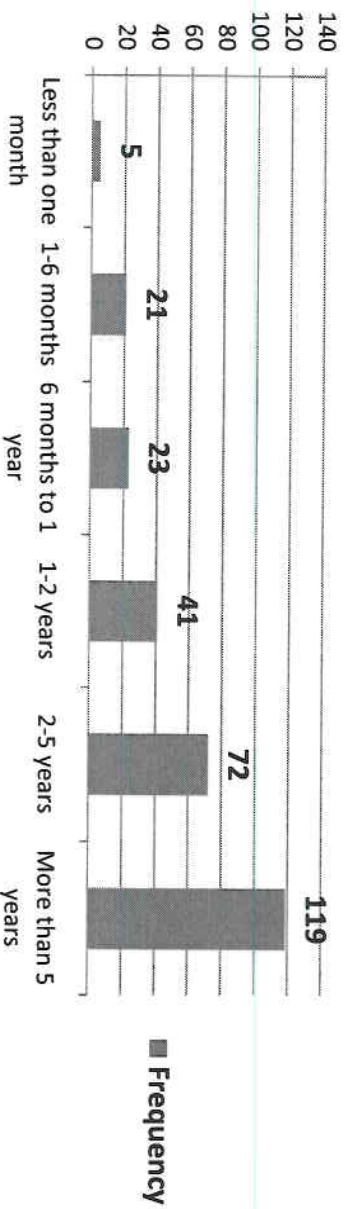
How Often do you Commute by Slugging?

Everyday: 220
3 times/week: 42
1 time/week: 3
1 time every other week: 6
1 time/month: 1
Less than once per month: 5
Other: 3

■ Frequency
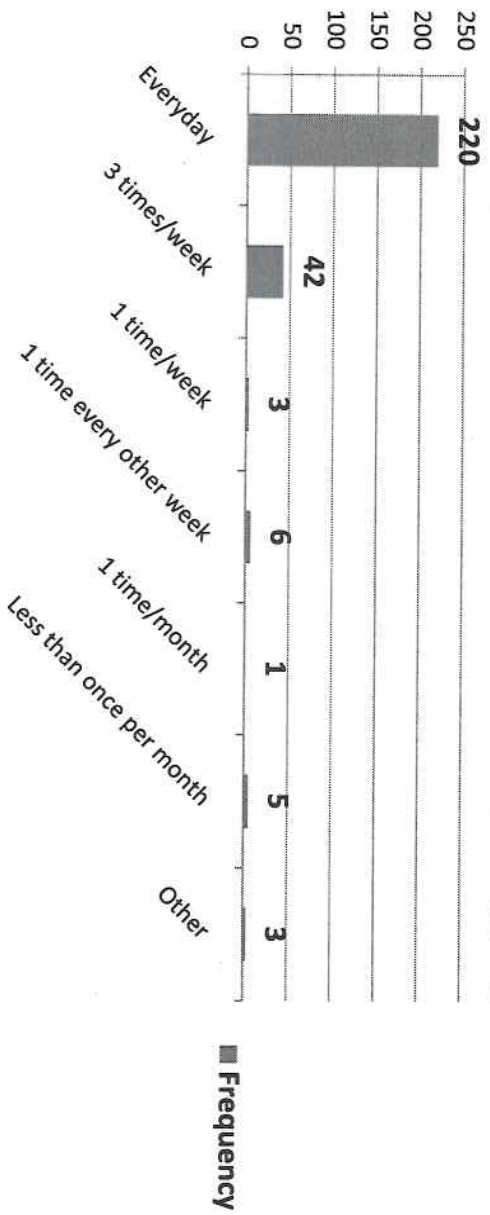
Survey Findings

What do you like the most about Slugging?

Category	Frequency
Gas Savings	214
Time Savings	224
Meet New People	52
Adventure of It	23
Sense of Belonging Among Slugs	22
Flexibility	135
Benefit to Environment	108
Other	39

■ Frequency
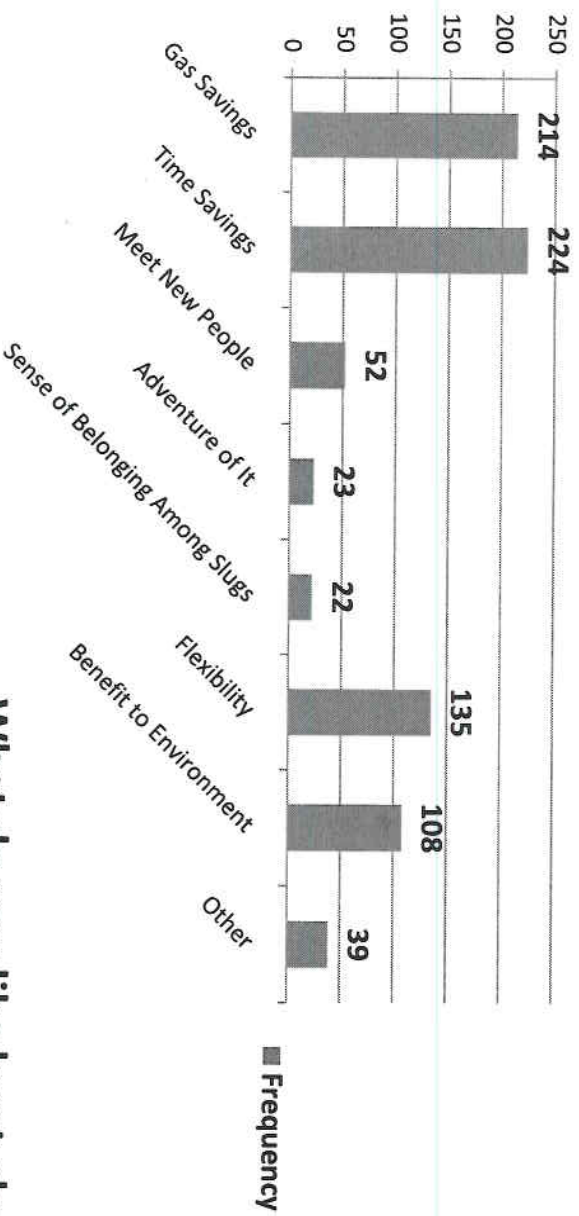
What do you like least about slugging?

Category	Frequency
Riding with strangers	31
Waiting in Line	195
Possibility of Not Having a Ride	107
Feeling Like a Beggar or "Mooch"	10
Exposure to the Elements	98
Other	35

■ Frequency
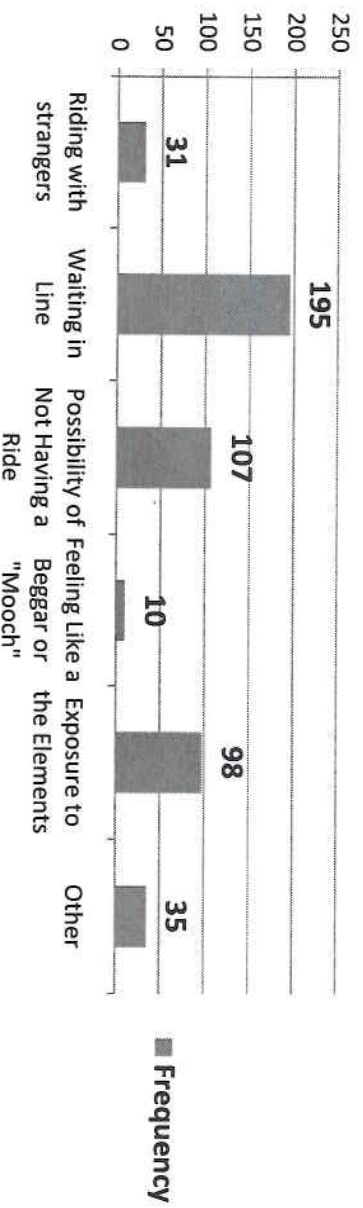
Survey Findings

Educational Attainment

Educational Attainment	Frequency
High School or Less	7
Associate's Degree/Some College	48
Bachelor's Degree	122
Master's/Professional Degree	92
PhD, MD, Etc.	11

■ Frequency

Sex of Respondents

48% 52%

■ Female ■ Male

Survey Findings

Age

Age	Frequency
18-24	17
25-34	56
35-44	76
45-54	95
55-64	34
65+	5

■ Frequency

Household Size

Household Size	Frequency
1	33
2	76
3	66
4	77
5	19
6+	11

■ Frequency
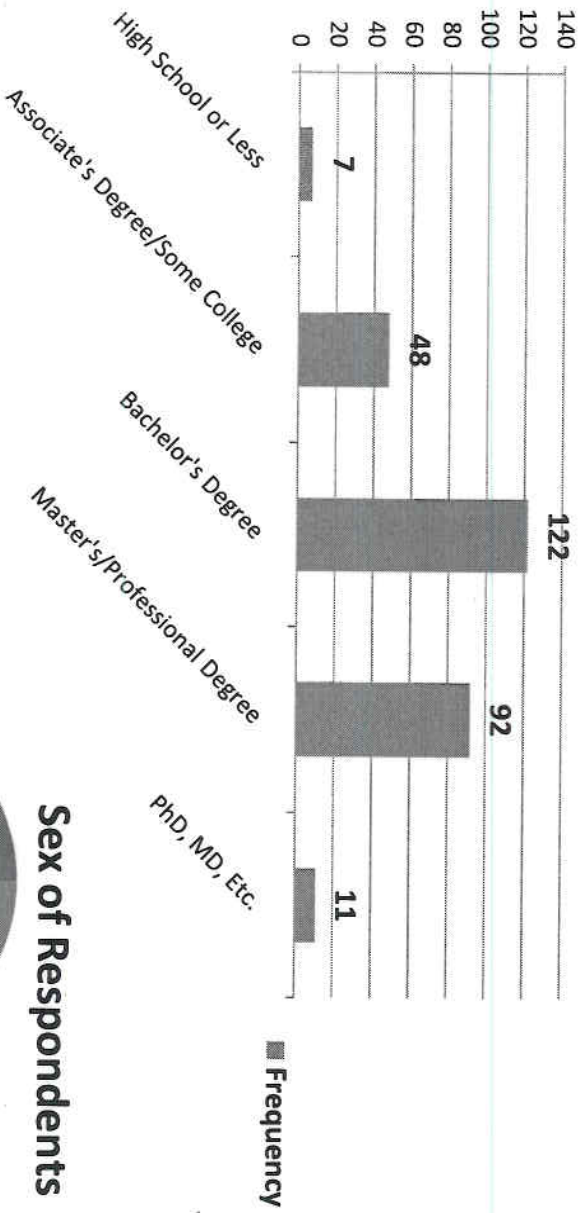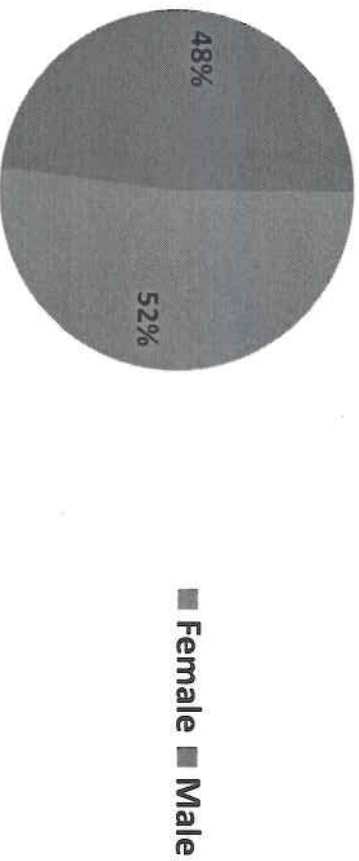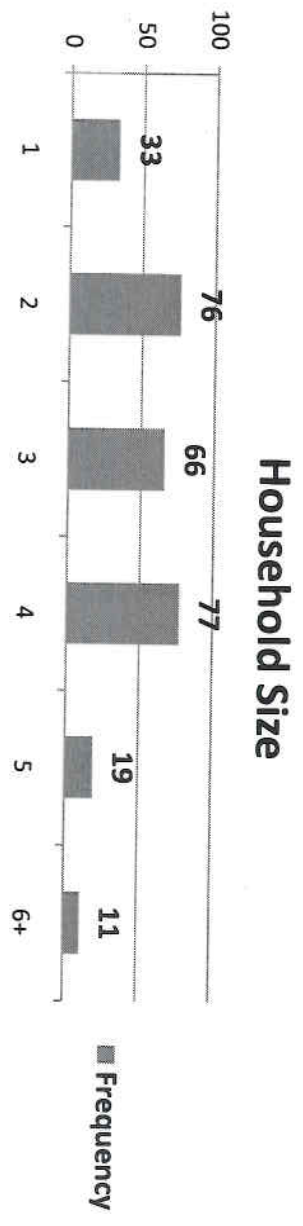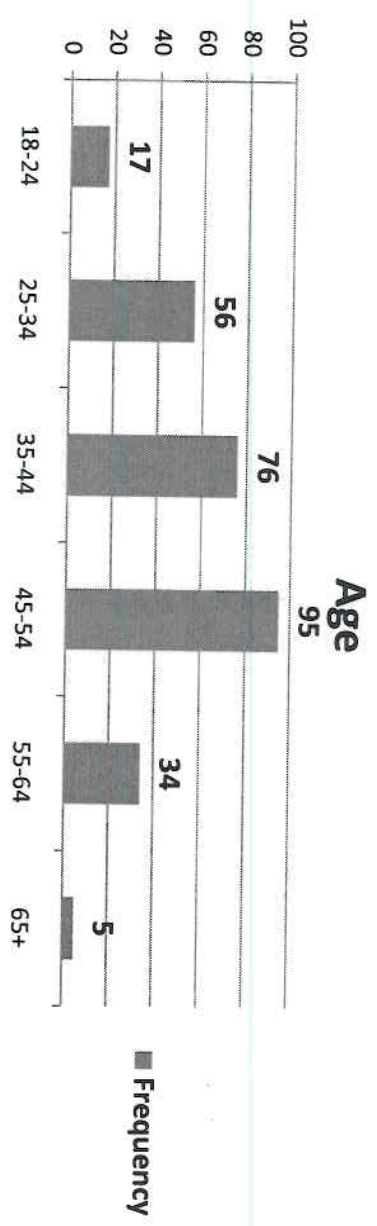
Survey Findings

Demographics:

- Education: 80% of respondents report at least a bachelor's degree

- Age: 60% of respondents are 35-54 years old

- Households: More than 60% of respondents live in households with 3 or more members

Survey Findings

Annual Personal Income

Category	Frequency
Less than $25,000	3
$25,000-$50,000	21
$50,000 - $75,000	79
$75,000 - $100,000	64
Greater than $100,000	106

■ Frequency
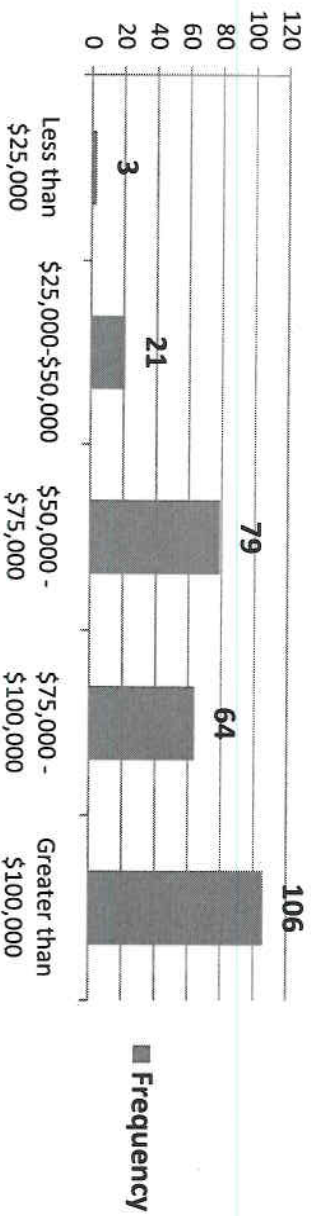
Annual Household Income

Category	FREQUENCY
Less than $25,000	0
$25,000-$50,000	14
$50,000-$75,000	35
$75,000-$100,000	41
$100,000-$150,000	99
Greater than $150,000	92

■ FREQUENCY
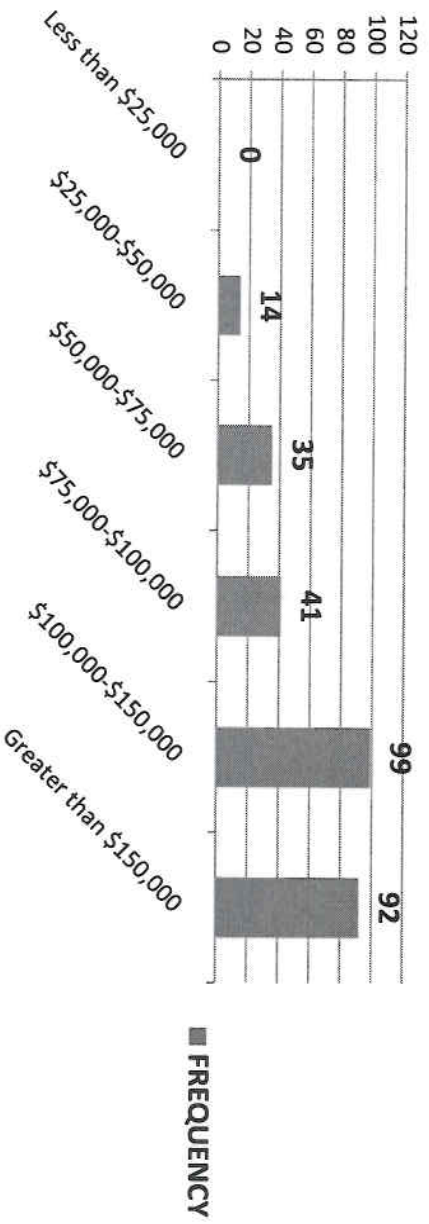
Commuter Connections
TERM Evaluation Update
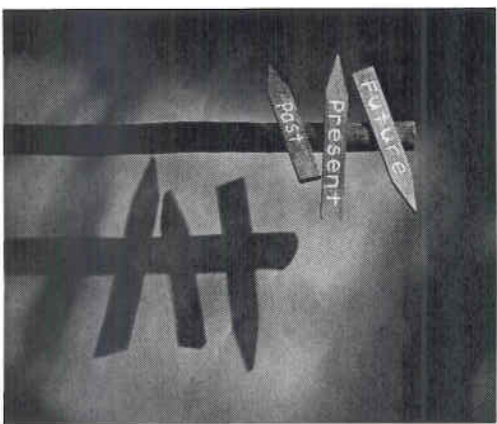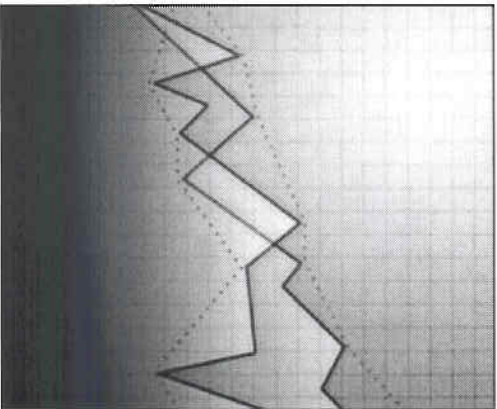
Presentation to

Commuter Connections
Subcommittee

January 19, 2010

LDA Consulting

with

ESTC, CIC Research, CUTR
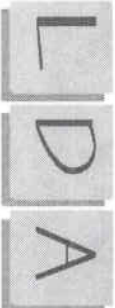
Overview
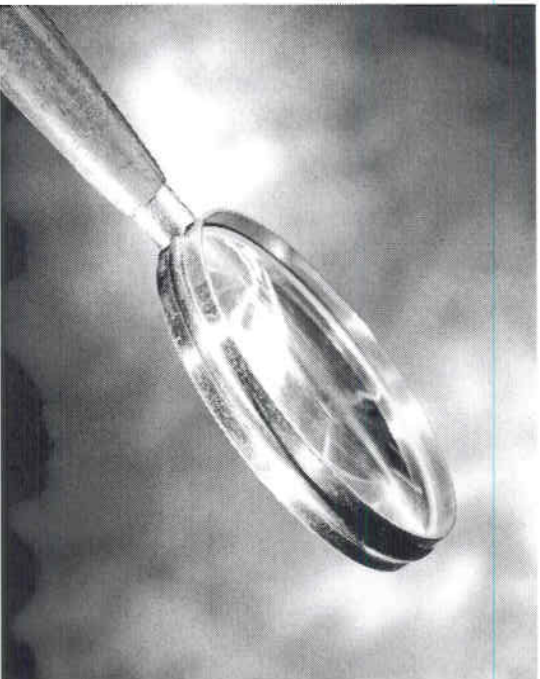
- Updates to TERM Evaluation Framework for 2008-2011

- Schedule for remaining TERM analysis activities

- 2010 data collection
  - State of the Commute survey
  - Guaranteed Ride Home survey
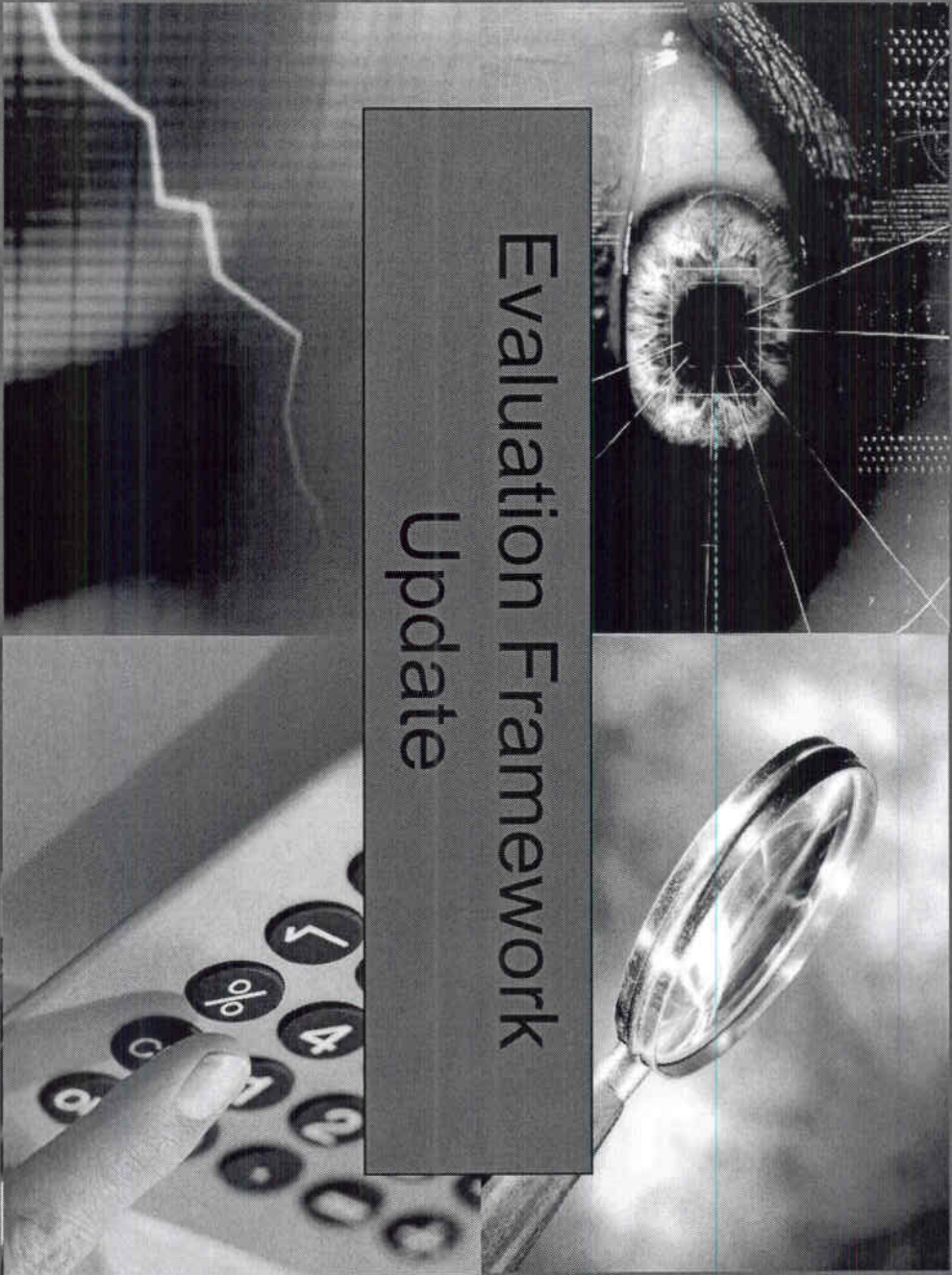
Evaluation Framework
Update

Evaluation Framework

- Defines performance indicators, methodology, and evaluation data sources to measure TERM impacts

  - Maryland and Virginia Telework
  - Employer Outreach
  - GRH
  - Mass Marketing
  - Commuter Operations Ctr / Integrated Rideshare

Awareness and Attitudes	Participation and Satisfaction	Utilization and Influence	Impacts
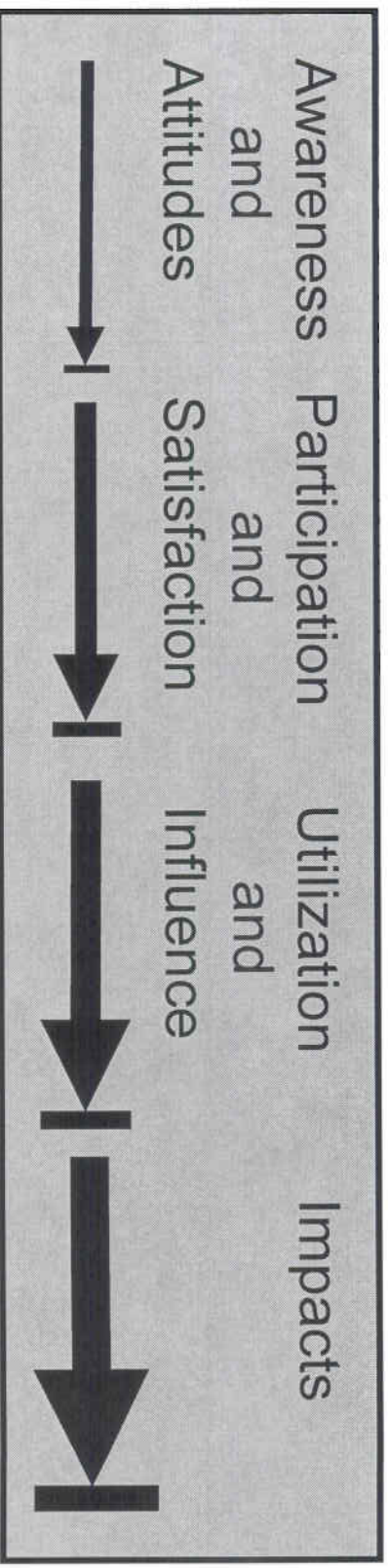
Updates to 2005-08 Framework

- 2008-2011 Framework builds on 2005-08 Framework

  - Updated to reflect changes in TERMs

  - Updated methods to reflect 2008 TERM analysis

  - Refined methodologies and data sources

NEW for 2008-2011

- Recommend enhancements to expand usefulness of the evaluation to local and regional decision-making

  - Performance indicators

  - Communication

Performance Indicators

- Current TERM analysis estimates regional travel, air quality, and energy saving impacts

- Process to examine need for new performance indicators – for example:

  - Local congestion, delay
  - Quality of life
  - Accessibility
  - Economic development

- Define future role of TDM in new regional policy objectives and identify new performance indicators to document TDM contribution
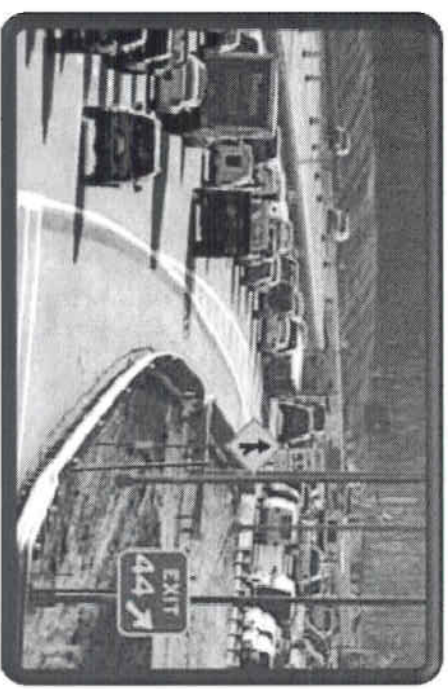
Communication

- TERM analysis primarily designed to support regional conformity determination and "technical" questions

- But TERM research produces wealth of travel data that could be useful inputs to other issues

  - Resident needs
  - Customer satisfaction
  - Regional travel trends
  - Regional opinions and attitudes on travel issues

Communication (cont)

How can TERM results and data be repackaged to inform other audiences and support TDM programs and local decision-making?

Car? Bus? Bicycle?
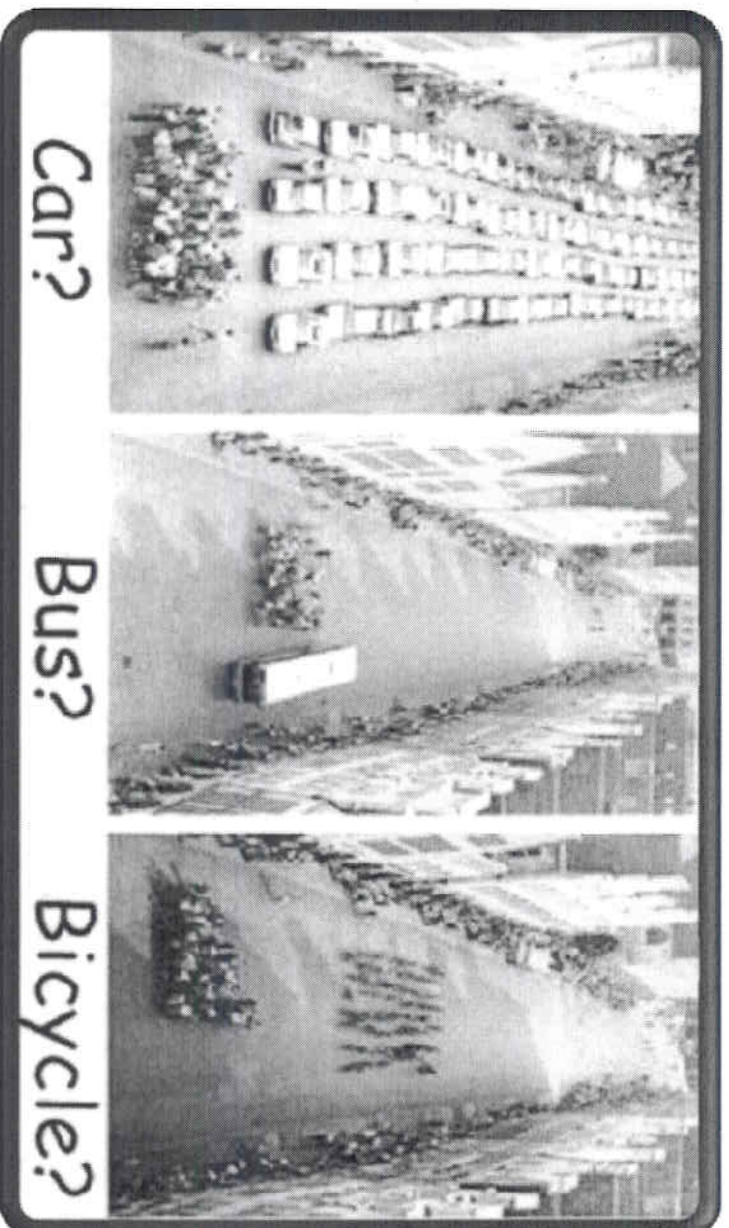
Proposed Process – Communication

- Proposed process with CC partners:
  - **Audiences** – elected officials, policy makers, planners, employers, public, media?
  - Useful / valuable **information**?
  - Appropriate **communication tools** / level of detail?
    - Performance dashboard, program "briefs"
    - Podcasts, streaming media, social networks
  - Develop communications plan that defines: to whom, what, how, when, and who
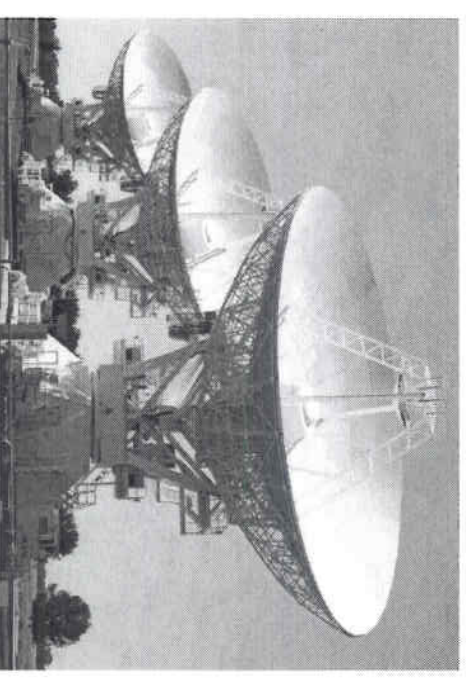
Key Questions for Communication

<u>Current communication and areas for improvement</u>

1. How effectively does Commuter Connections communicate evaluation results now?

2. What would you change about the current reporting (length/depth of analysis, format, etc.)? How will these changes improve communication?

3. Are there potential benefits of CC' services that are not being reported?

4. What tools does Commute Connections have available?
   E.g., podcasts
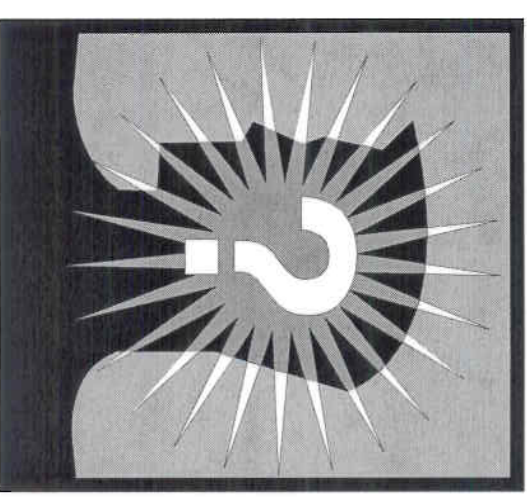
Key Questions for Communication (cont)

Current local use of CC info and local needs for info

5. How do or could various organization use CC evaluation results (planning, budgeting, outreach, etc.)?

6. Are there transportation-related questions that organizations would like to answer but for which they do not have data now?

7. How much value would organizations place on alternative means of communicating the results of the evaluation to their stakeholders?
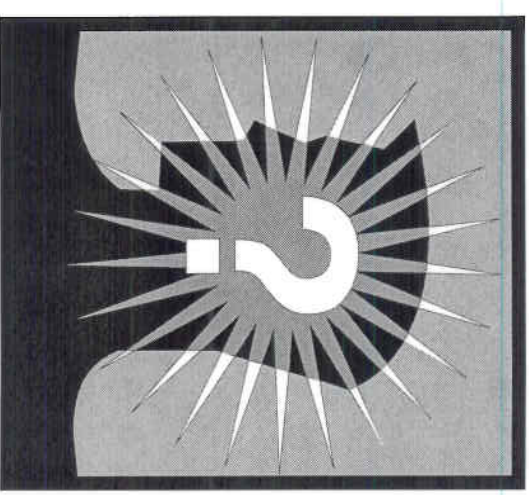
TERM Evaluation Schedule

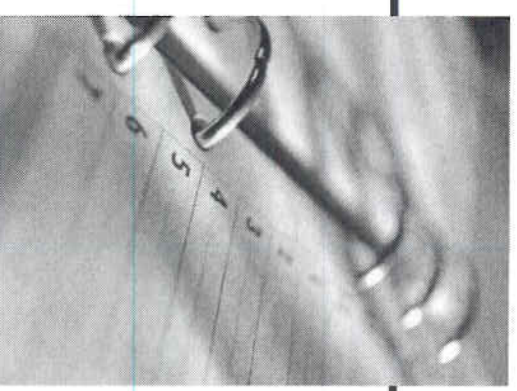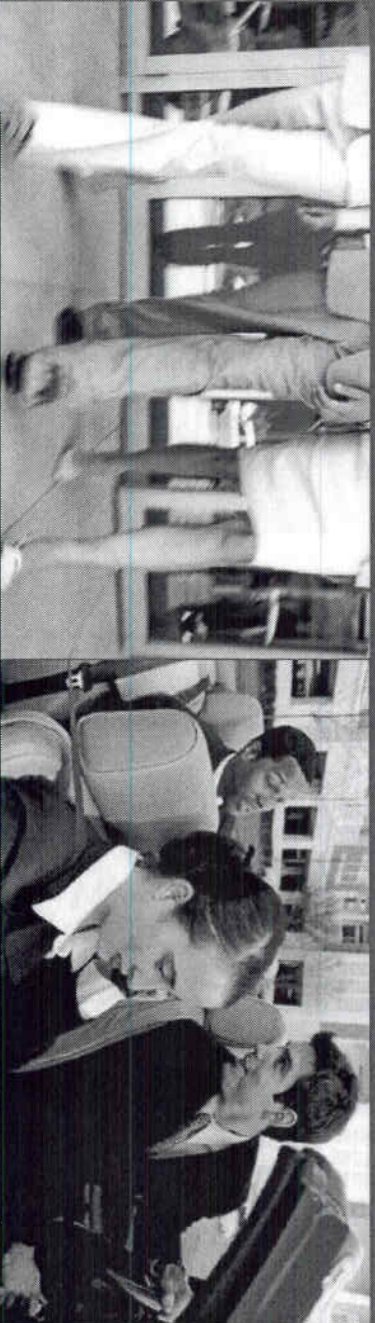Methodology update   Jun 2010

Surveys

- Rideshare placement   Mar 09
- State of Commute   Jan-Jul 2010
- GHR   Mar-Jul 2010
- TW assisted employer   Mar 2011
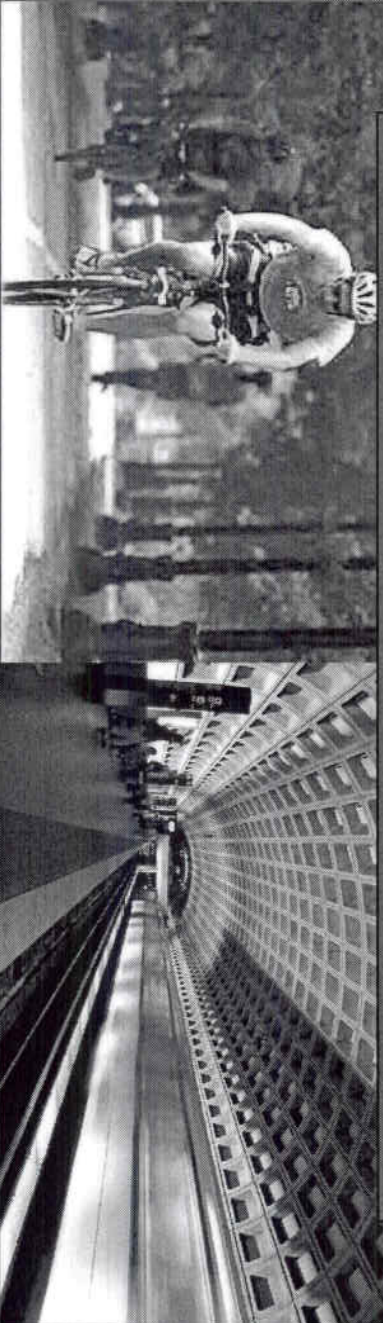- Bike to Work Day   Nov–Dec 2010

Analysis / Report

- TERM analysis – draft   Jun 2011
- TERM analysis – final   Dec 2011

2010

State of Commute Survey

SOC Survey

Method

- Telephone survey of 6,600 randomly-selected workers in 11-jurisdiction COG region

- Fourth triennial survey (also 2001, 2004, 2007)

Purpose

- Track regional commute mode use and attitudes

- Test new CC program ideas

- Collect data for TERM analysis
 - Maryland and Virginia Telework
  - Mass Marketing

2007
State of the Commute
Survey Report from the
Metropolitan Washington DC Region

COMMUTER CONNECTIONS

National Capital Region
Transportation Planning Board
Metropolitan Washington
Council of Governments

SOC Survey Topics

Continued Tracking Questions

- Current and past commute patterns
- Telecommuting experience
- Awareness/access to transit, HOV, P&R
- Mass marketing awareness and influence
- Awareness of CC, regional and local commute services
- Employer commute assistance

New Sections for 2010

- Factors important to mode choice
- Personal / social benefits of ridesharing
- Quality of life and satisfaction
- Regional transportation investment
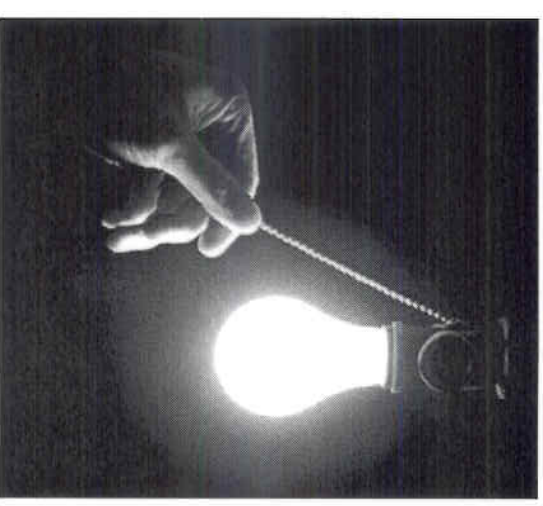
Factors Important to Mode Choice

- Rate **importance** in mode choice; Rate **current commute**

  - Time to get to work

  - Cost

  - Safety

  - Stress

  - Travel flexibility

  - Having time alone

  - Productive use of time

  - Impact on environment
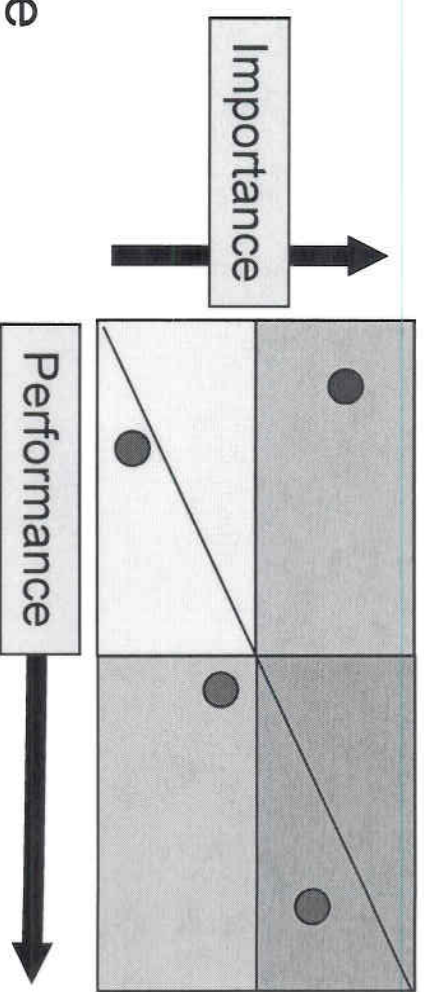
- **Perform "Gap Analysis"** – Difference between importance and current experience identifies areas for improvement – use in marketing messages

Importance →

Performance ↓

Personal / Social Benefits of Rideshare

- What **personal benefits** do you believe people receive from using [carpool, vanpool, bus, or train]?

- What impact or **benefits does a community or region** receive when people use these types of transportation?
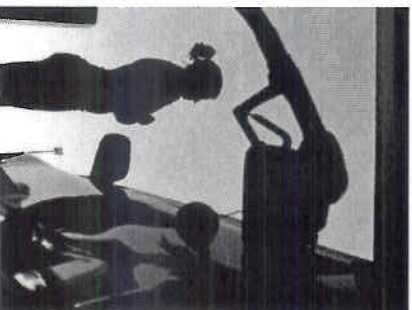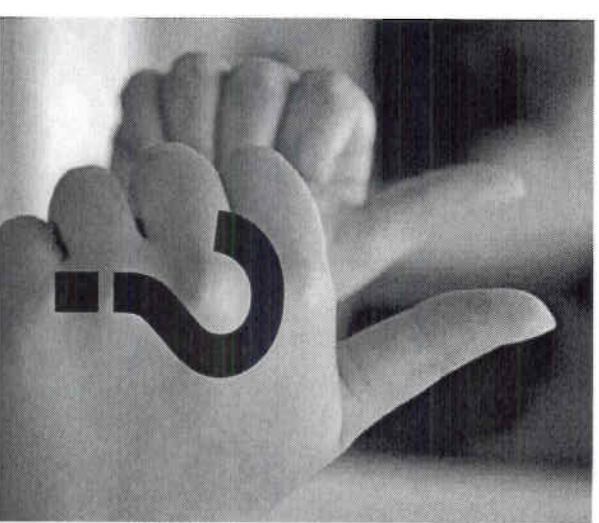

Personal health   Economics   Congestion   Sustainability

Quality of Life / Satisfaction

Ratings on:

- Quality of life in the region?

- Satisfaction with region's transportation system

- Satisfaction with elected officials' attention to transportation needs

Recommendations to improve transportation system

Investment in Transportation

- How important for Washington region to invest in programs to support use of carpool, vanpool, bus, train?

- Need to invest more in transportation spending?
  - Road construction / maintenance
  - Public transit expansion / maintenance
  - Pedestrian / bicycle

- Support for funding sources?
  - Gas tax
  - Transit fares
  - Tolls
  - Per mile charge
  - Vehicle sales / registration fees
  - Income, property, sales taxes
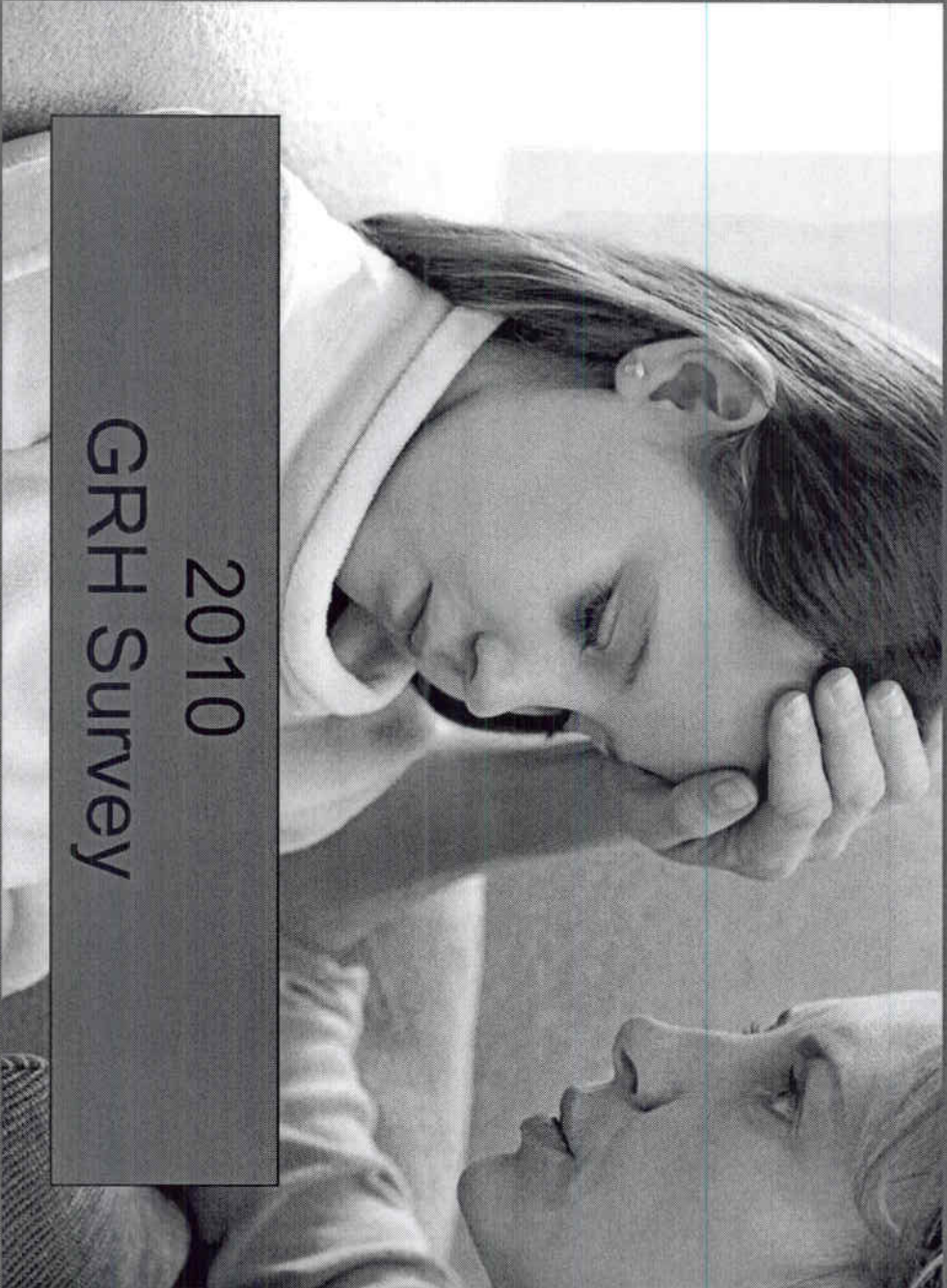
SOC Survey Schedule
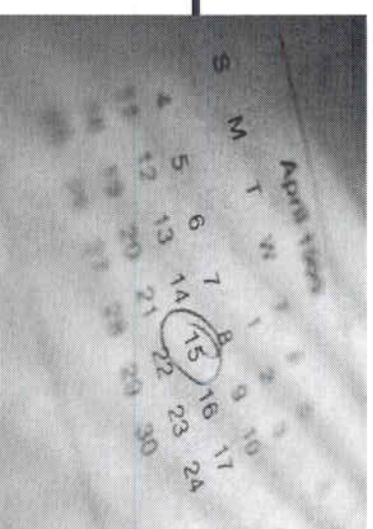
Preparation

- Revise questionnaire — Nov 09–Jan 2010

Interviews

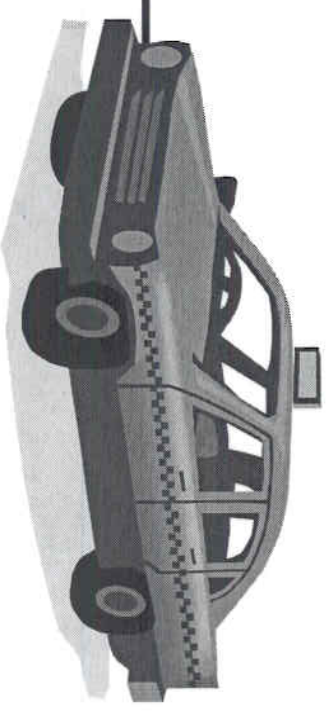- Conduct interviews — Feb–Apr 2010

Analysis and Report

- Conduct analysis — May–Jun 2010
- Present draft to CC — July 2010
- Conduct additional analysis — Jul–Dec 2010
- Present final to CC — Nov 2010
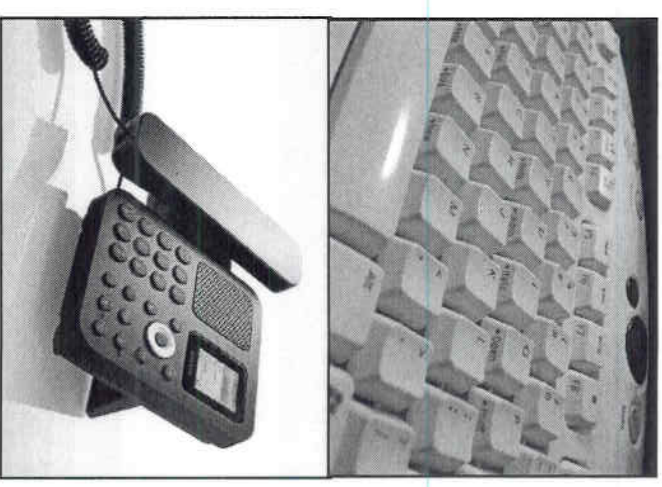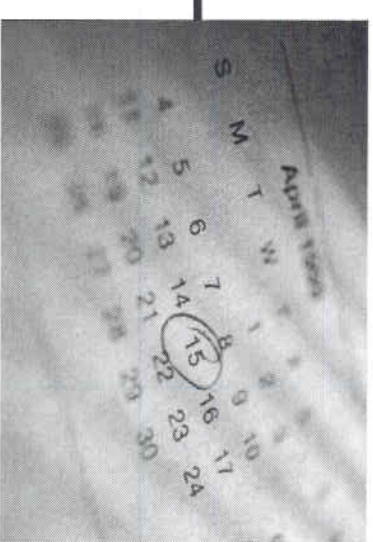
2010
GRH Survey

GRH Survey

- Telephone survey of random sample of 1,000 GRH program users

- Fourth triennial survey (also 2001, 2004, 2007)

- **Combination of internet and telephone - NEW**

- Collect data for GRH TERM
  - Current and pre-GRH travel patterns – travel changes
  - GRH influence on travel choices
  - Use of and satisfaction with GRH

Combination of Phone / Internet

- Past surveys conducted by phone

- 2008 Internet Pilot – tested feasibility of for applicant/user surveys

- Comparison of phone / internet showed statistical differences in results

- **2010 Survey**

    - Email alerts and online survey for applicants with email addresses

    - Postal mail alerts and phone survey for applicants without email address

    - Phone follow-up for internet non-respondents

    - Combine data from two methods

GRH Survey Schedule

Preparation

- Revise questionnaire   Dec 09 – Mar 2010
- Internet coordination   Jan 2010

Interviews

- Conduct online survey   Mar – Apr 2010
- Conduct phone survey   Apr – May 2010
- Conduct non-respondent survey   Apr 2010

Analysis and Report

- Conduct analysis   May / Jun 2010
- Present draft to CC   Jul 2010
- Final report   Nov 2010

COMMUTER CONNECTIONS QUARTERLY BUDGET
COMMITMENTS AND EXPENDITURES
FOR COG FY 2010 (October 1, 2009 - December 31, 2009)

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	% FUNDS EXPENDED***
COMMUTER OPERATIONS	$419,032	$419,032	$144,251	34%
Ridematching Coordination and Technical Assistance	$102,858		$45,253	44%
Transportation Information Services	$74,106		$20,215	27%
Transportation Information Software, Hardware and Database Maintenance	$194,362		$56,620	29%
Commuter Information System	$47,706		$22,163	46%
REGIONAL GUARANTEED RIDE HOME	$584,443	$584,443	$216,678	37%
General Operations and Maintenance	$186,125		$65,825	35%
Process Trip Requests and Provide Trips	$398,318		$150,853	38%
MARKETING	$2,520,933	$2,520,933	$707,392	28%
TDM Marketing and Advertising	$2,016,839		$556,592	28%
Bike to Work Day	$104,000		$9,498	9%
Employer Recognition Awards	$95,594		$11,422	12%
Carpool Incentive Demonstration Project Study	$192,000		$34,447	18%
Car-Free Day Project	$112,500		$95,432	85%
MONITORING and EVALUATION	$800,000	$800,000	$180,155	23%
TERM Data Collection and Analysis	$628,155		$100,424	16%
Program Monitoring and Tracking Activities	$171,845		$79,731	46%
EMPLOYER OUTREACH****	$562,385	$562,385	$64,613	11%
REGIONAL COMPONENT PROJECT TASKS				
Regional Employer Database Management and Training	$48,121		$23,694	49%
Employer Outreach Bicycling	$15,000		$862	6%
Live Near Your Work Program	$125,000		$13,710	11%
JURISDICTIONAL COMPONENT PROJECT TASKS				
MD Local Agency Funding & Support	$312,840		$13,926	4%
DC, MD & VA Program Administration (Burdened Salaries Only)	$16,874		$5,841	35%
DC & MD Program Administration (Direct Only)	$44,550		$6,580	15%
MARYLAND and VIRGINIA TELEWORK	$81,063	$81,063	$18,192	22%
General Assistance and Information	$81,063		$18,192	22%
TOTAL	$4,967,856	$4,967,856	$1,331,281	27%

* Committed funds are based on funding commitment letters received.
** Preliminary funds expended are through December 31, 2009.
*** Percentage is based on Budget Total Column.
**** Virginia added $3,210 to the DC, MD, and VA Program Administration budget through a CCWP Amendment on June 5, 2009. DDOT removed $235,520 from the DC and MD Local Agency Funding and Support project through a CCWP Amendment on December 4, 2009.